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and The Flavor Field

80th YEAR

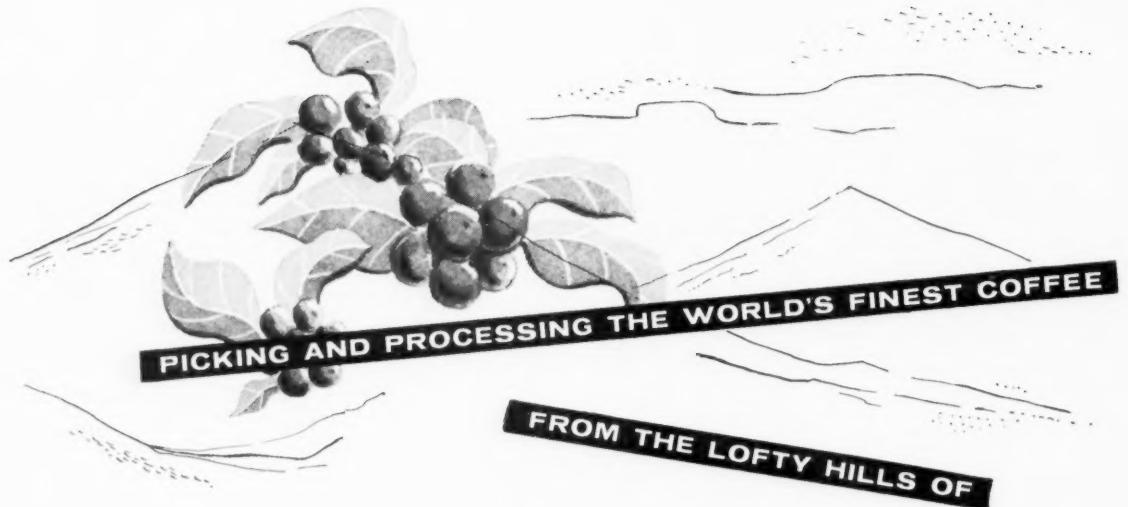
FEBRUARY, 1957

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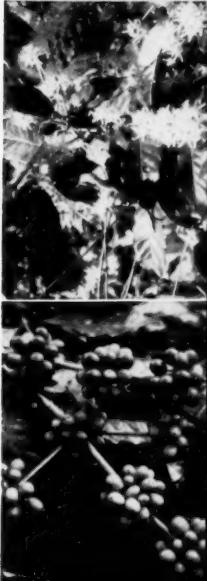
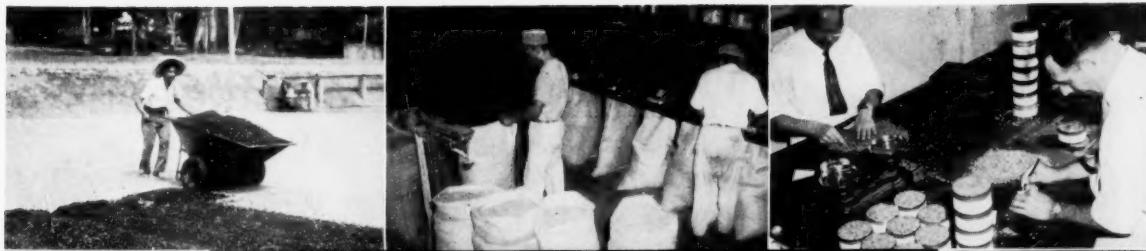


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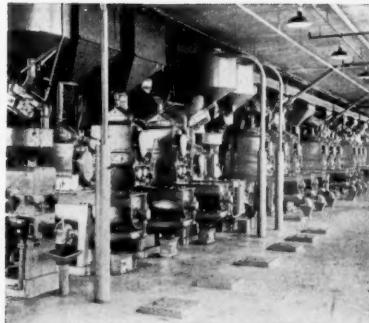
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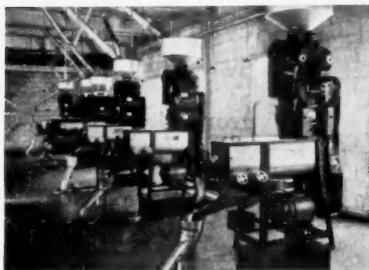


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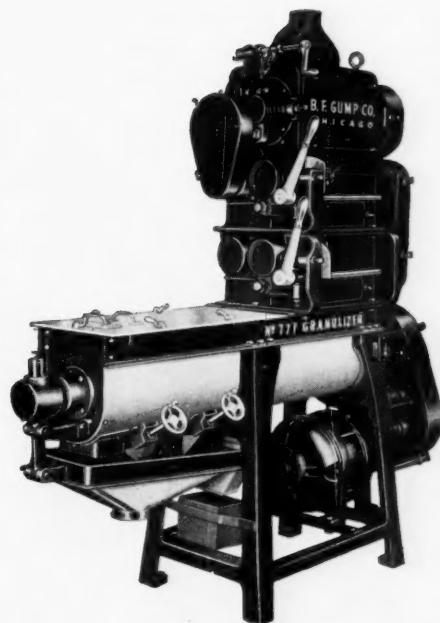
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For details on the model that meets *your* requirements, tell us the capacity and range of grinds you want to produce.

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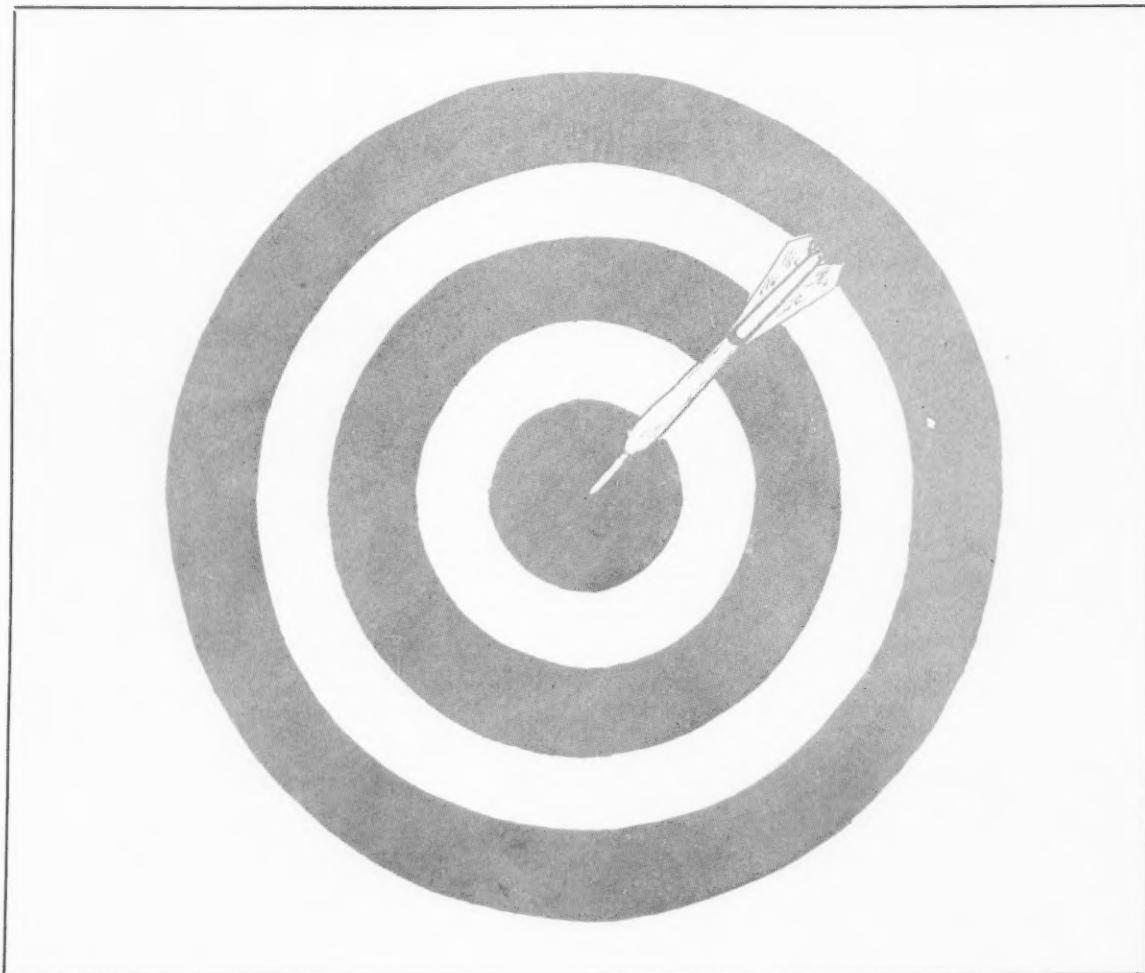
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"Ruffner" service to green coffee buyers starts with the offerings of some of the best and most reliable shippers in the producing countries.

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at one of our three modern, strategically located coffee bag plants, using precision bag-making equipment to produce superior coffee bags to fit your specific production requirements.

Send us one of your present coffee bags . . . A & S's sales conscious package engineers and artists will be pleased to suggest how you can improve your coffee bag—and your sales, too.



Special

DON'T FORGET! Imprinted iced coffee recipes on your bags will help increase your summer sales. For additional information and suggestions write, and send a sample of your bag.

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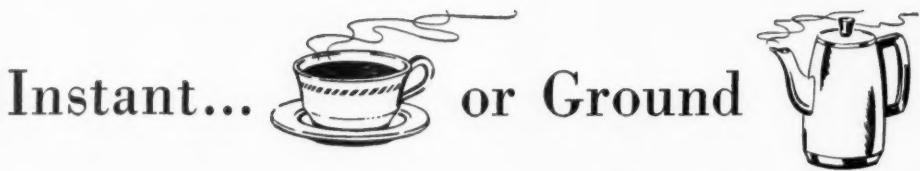
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NEW SAVORLOCK CANS for instant coffee. Tamper-proof glassine seal increases product shelf life. Lock top provides firm reclosure in day-to-day home use. Special construction permits fast filling, secure stacking and gives maximum display on store shelves. Lithographed top-to-bottom in brilliant colors by Continental craftsmen. In 2- and 6-oz. sizes.



GRIPSTRIP® for vacuum- and pressure-pack coffee cans. A sales feature originated by Continental, Gripstrip is the self-tracking rip strip that never slips "off-key." Makes your coffee open quick, safe and sure — every time. Each turn of the key locks one section of beaded Gripstrip firmly against the next...forms a slip-proof coil all the way around the can.

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YOURS for the asking

The booklets listed below contain specialized, detailed information on various subjects. This literature is yours for the asking. Merely fill out the coupon and mail.

8—GRANULATORS

This is a four-page bulletin with pictures and specifications on a new line of coffee granulators. The bulletin describes capacity and dimensions, special finishing rolls, operation and maintenance, replacement heads, etc. Jabez Burns & Sons, Inc., 11th Ave. at 43rd St., New York City.

9—MODERN FILLING MACHINES

A four-page illustrated folder describes a complete line of modern filling machines and packaging machinery for virtually any of your needs. Stokes & Smith Co., 4962 Summerdale Avenue, Philadelphia 24, Pa.

10—PACKAGING BRIEFS

Succinct statements of facts on packaging coffee in one-pound bags, in three-ounce sizes for glass coffee makers, and for urns are in these Packaging Briefs. Available from: Pliofilm Department, The Goodyear Tire & Rubber Co., Akron 16, Ohio.

11—FLAT BAG PACKAGE

This four-page illustrated folder describes German-made automatic flat bag filling and closing machines. High speed types are said to fill and seal up to 130 bags per minute. Gebr. Holler, Mashinenfabrik, Bergisch Gladbach Bei Kolin. U. S. representative: Ulbeco, Inc., 484 State Highway #17, Paramus, N.J.

12—COFFEE GRANULATORS

A profusely illustrated folder which explains the line of Gump Coffee Granulators was recently issued. Included are details on the new Style "E" Granulator, as well as facts about the four sizes of Granulators, each available in two models. B. F. Gump Co., 1325 S. Cicero Avenue, Chicago 50.

13—STORE GRINDER

This illustrated bulletin describes the new Super Grindmaster Model No. 500, which supersedes the company's regular Grindmaster, featured for the past four years. Operation is fully automatic. The grind plate is on the front of the machine, in full view of the customer, and the grinds are indicated with an illustration of the brewing device, as well as by name. American Duplex Co., 815-827 West Market St., Louisville 2, Ky.

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Formerly THE SPICE MILL

COFFEE & TEA INDUSTRIES and The Flavor Field

80th Year

FEBRUARY 1957

Vol. 80, No. 2

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Pioneer Publication in Coffee, Tea, Spice, Flavor

with

BURNS ROASTERS



you are

always

up-to-date

THERMALO= THE BEST IN COFFEE ROASTING

- every bean uniform in color throughout the roast
- each bean uniform in color from center to surface
- and richer flavor, fuller body, deeper aroma, lasting freshness

Why are the most modern coffee roasting plants built around Thermalo equipment? Because Thermalo Roasters use all convection, high velocity, low-temperature heat to achieve the best in coffee roasting. No danger of tipping or spotting from radiant heat. No smudging either, because Thermalo's exclusive recirculation feature constantly "washes" the beans to give you a shiny clean, full flavored roast every time. In addition, Thermalo Roasters give you real operating economy, wonderful ease of cleaning. What about shrinkage?—Just as low as you want it!

SMOKELESS OPERATION —If the local authorities (or just good public relations) require smoke elimination, the solution is easy. Burns builds the elimination right into your Thermalo, providing the lowest operating cost available and avoiding the need for extra equipment.

AUTOMATIC CONTROL —Automatic control (available for either regular or smokeless Thermalo Roaster) carries Thermalo uniformity one step further by assuring the same even development roast after roast. Burns Controls also include flame and power failure safety protection.

JABEZ BURNS AND SONS, INC.
NEW YORK CHICAGO
ENGINEERS DALLAS SAN FRANCISCO

★ Iced Coffee — 1957: A Coffee & Tea Industries "Fact Reference" Section

the ice is broken

Iced coffee can be sold, results of industry survey establish.

Study of 1956 promotion shows old trade attitudes disappearing,
more and more roasters going after \$100,000,000 summer potential.

The ice has been broken—on iced coffee.
The iced coffee potential is no longer a theory.

That potential exists. It's as real as your coffee sales
this spring or next winter.

Iced coffee can be sold.
All it takes is promotion.

This is established by the results of the survey on iced
coffee promotion conducted at the end of last summer by
COFFEE & TEA INDUSTRIES, formerly The Spice Mill.

*In every single instance, respondent companies which did
a thorough job of promoting iced coffee sold more coffee
last summer!*

In other instances, even partial promotions moved more
coffee.

These facts clear the air for the winning of coffee's
\$100,000,000 summer potential.

They shatter the notion that iced coffee cannot be sold.

They puncture the myth that the summer slump has
always been with us, and therefore always will be.

Each year now, more and more coffee companies are
tackling the summer slump.

In 1955, before the industry campaign on iced coffee,
four out of ten respondent companies did some promotion
on iced coffee.

In the summer of 1956, with the industry drive under-
way, nearly six out of ten respondents promoted iced
coffee.

In the summer we are now approaching, the proportion
will be nearly eight out of ten, the companies indicated in
their survey responses.

Why this growth?

In part, the answer is response. Efforts on brand
coffee in the summer of 1956 brought sales.

Of the survey respondents who noted iced coffee re-
sults, more than six out of ten said it helped their business.
Nearly three out of ten were, at the time of the survey,
undecided. Just about one out of ten thought the pro-
motion did nothing for them.

In every case, companies reporting response to iced

coffee efforts in the summer of 1956 plan to do as much
promotion, or more, in the summer of 1957.

This, perhaps, is to be expected. But iced coffee activity
is carrying its own awareness. Companies which did no
promotion last summer noted they will be in the iced
coffee picture next summer.

The trend is clear.

It indicates that more and more roasters are seeing iced
coffee as a refreshing summer drink to which consumers
will respond.

It also points up a widening realization that iced coffee
restores a 12-month selling year to coffee.

The historic summer slump in coffee is now being un-
derstood as more than a slump in sales; it has also been a
slump in selling.

Moreover, the relationship always worked. The slackening
of effort always produced a sag in volume.

Now, the survey results confirm, the power in that rela-
tionship can be put to work—for positive results. With
more selling and promotion, more coffee can be sold in the
summer months.

Respondents to the Coffee & Tea Industries iced coffee
survey are representative. They account for more than
65% of total United States coffee volume, according to
conservative estimates.

All but one of the top five national roasters of regular
coffee are represented, including food store chains with
their own brands, and every one of the national instant
coffee distributors.

In addition, leading regional roasters in each of the
main areas of the country—East, South, Midwest, Pacific
Coast—are represented.

Types of companies include roasters selling to con-
sumers via grocery outlets, or to restaurants, or both.
Wagon route operators were also among the respondents.

Even before the 1956 iced coffee promotion began, it
was apparent that in many respects the promotion was
achieving some of its objectives. It was making a large
part of the industry aware of the potential of iced coffee.
It was meeting head-on the former trade attitude of

THE BIG STORY FOR '57 IS... ICED COFFEE!

IT'S BEING SOLD TO YOUR
CUSTOMERS—
ALL SUMMER LONG!



The news for consumers is VARIETY — how to enjoy and make new and different kinds of Iced Coffee. Full-color, full-page and double-page advertising — sponsored by the Pan-American Coffee Bureau — is appearing in the Saturday Evening Post, Ladies' Home Journal, McCall's and other publications.



The news for grocers is STORE-WIDE PROFIT — how to promote coffee through different kinds of Iced Coffee drinks — and through tie-ins with related foods in practically all departments! Full-page and double-page advertising, sponsored by the Bureau, is appearing in leading grocery and supermarket trade publications — telling your customers how and where to get the promotional materials.

The news for restaurants is EXTRA COFFEE PROFIT — how to promote coffee sales in hot weather through new, easy-to-make Iced Coffee drinks — and through tie-ins with related menu items! The Coffee Bureau is sponsoring full-page and double-page advertising in the major restaurant trade publications — telling your customers how to build summer coffee business.

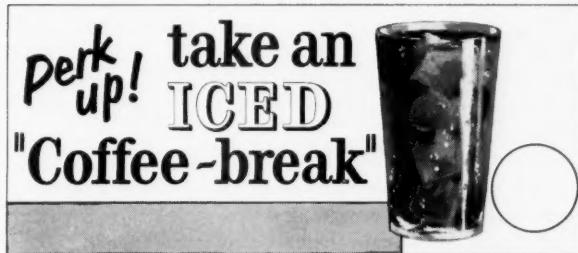
The news for YOU — is this big, hard-selling promotional Kit of materials. Use the Brand Imprint spaces to increase your own sales power. Have your salesmen distribute and put up the materials in all your brand outlets. But don't delay. Clip, fill in and mail the convenient Order Coupon today.



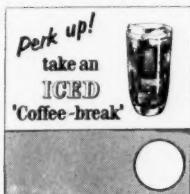
ICICLE PENNANTS, 8 pieces (each 11" x 18") overall length 88" — for over the wire display, or store and restaurant walls, windows, back-bar mirrors — note the blank icicles for your Brand Imprint (or related items).



3 DIMENSION STORE DISPLAY, 34" long, 24" high, in full color — with special openings for your brand's container (can, jar or bag) and any related package item (or both your regular and soluble if you chose).



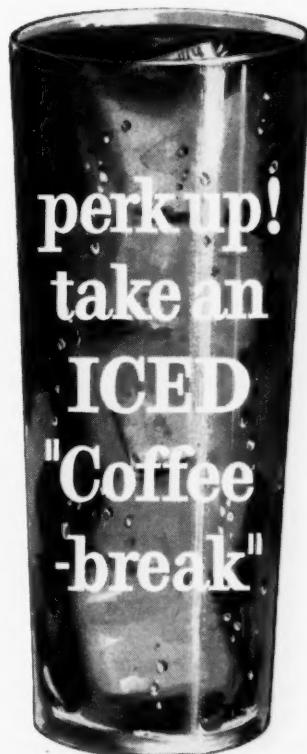
BIG BANNER, 20" x 8 1/2", full color, for use everywhere — with ample space for your own brand imprint, place for price.



NEWSPAPER MATS, 1 col. x 2" and 2 col. x 3" — easy to tie in with your own brand advertising and for your grocer customers to include related item specials.

PAN-AMERICAN COFFEE BUREAU
120 Wall Street, New York 5, N.Y.

Brazil • Colombia • Costa Rica • Cuba • Dominican Republic
Ecuador • El Salvador • Guatemala • Honduras • Mexico • Venezuela



GIANT-GLASS POSTER, 28" high, 11" across + vivid color soft sheet — for store and restaurant display on posts, walls, windows and back-bars.

Distribute These Sales-Builders Early —
Your Customers Can Use Them All Summer Long!

Please send me Sample Kit (not including 3 Dimension display) with Order Blank for the 1957 Iced Coffee program.

NAME

ADDRESS

CITY ZONE

STATE

C-1

★ Iced Coffee — 1957: A Coffee & Tea Industries "Fact Reference" Section

"Iced coffee can't be sold; why try?". It was demonstrating that this attitude was not so firmly entrenched as to discourage determined efforts to lift coffee sales from their traditional summer slump.

As the first in what, it was hoped, would be the first of continuing iced coffee promotion, the 1956 drive was critical. It was important to know trade reaction and sales results.

To find out, COFFEE & TEA INDUSTRIES sent a two-page survey questionnaire and a covering letter to industry members on the heels of the summer season, right after Labor Day.

The questionnaire was set up to determine basic facts on iced coffee promotion in 1956: did the coffee firm promote iced coffee, and in what way?

Survey questions

Specific questions called for details on whether the promotion was on regular coffee, instant or both; what advertising media were used, how much of it, how often, and where; whether point-of-sale material and in-store promotion were employed, and the details; whether salesmen were prepared for the campaign, and in what way; whether iced coffee dispensers were furnished to restaurant accounts, and on what basis.

Respondents were also asked what they thought the 1956 iced coffee promotion did for them; whether they planned to promote iced coffee in 1957; and how the coming campaign could be made more effective.

Ninety completed questionnaires were returned, of which 81 were used in the final tabulations. The other nine were from coffee companies in foreign countries; their answers, while interesting, reflected such unusual circumstances as to be of little value to the U. S. coffee trade.

The respondents clearly reflect the growing participation in iced coffee promotion.

More than 59% indicated that they had promoted iced coffee last summer, while 40% had not. In the summer of 1955, however, only 41% of the companies did some iced coffee promotion. Last year's participation, therefore, was 40% greater than in 1955.

In number, more individual companies pegged their iced coffee efforts last year to regular coffee than to soluble.

Over 75% of the companies noting iced coffee promotions ran them on regular coffee; 43% said their promotion was on instant coffee; 29% indicated they promoted both regular and instant.

But in advertising investment and size of campaigns, as indicated by variety and extent of media used, solubles far outweighed regular.

The biggest iced coffee campaigns last year were on solubles. Some of the instant coffee promotions, national as well as regional, were by old-line roasters now in both types who used iced coffee promotion on their instants only.

Nevertheless, some of the most successful campaigns last year, as indicated by the respondents, were on regular coffee.

One regional Eastern roaster, who promoted iced coffee on his regular brands for five years—he had no instants—reported last year that his summer slump was close to being eliminated.

Although more roasters are turning to iced coffee promotion, last year many of them were still doing it with hesitations. Their promotions were limited.

Some roasters seemed to feel one eight-inch ad or one TV spot a week was an iced coffee campaign. Yet they indicated disappointment that results, for them, were not better.

An example in point is a Midwest roaster selling to restaurants. He felt that his iced coffee promotion did "very little" for him. An examination of his survey return turns up unmistakable reasons. He used six lithographed signs, some restaurant menus, and two small ads in his local paper.

He reports no in-store iced coffee promotions; no measures to prepare his salesmen to push iced coffee; no steps to equip his accounts with iced coffee dispensers.

Some of the hesitations come from regional outcroppings of old, negative industry attitudes on iced coffee.

One roaster said he did not promote iced coffee because his city "is not an iced coffee city. (They) drink hot coffee, iced tea and beer."

Yet another roaster, in the same city, sees the potential differently. He indicates that he intends to "promote iced coffee extensively in 1957."

A roaster in a Midwest state declared flatly that "iced coffee won't go over here in the Middle West." He acted on that belief; he did no iced coffee promotion.

Yet a promotion-minded roaster in the same state did push iced coffee—on his brand of regular, incidentally—and reported that "it helped materially." He plans to continue iced coffee promotion because "it does a good job".

"Helped sell more coffee"

The pattern of solid promotion yielding results is consistent in the survey replies.

A regional roaster in the East, promoting regular coffee, ran 18 ads of 140 lines each in five local papers, 60-second commercials on three local radio stations, and used point-of-sale material supplied by the Pan-American Coffee Bureau, as well as his own in-store pieces.

He states that his campaign "helped sell more coffee—and would be continued in 1957."

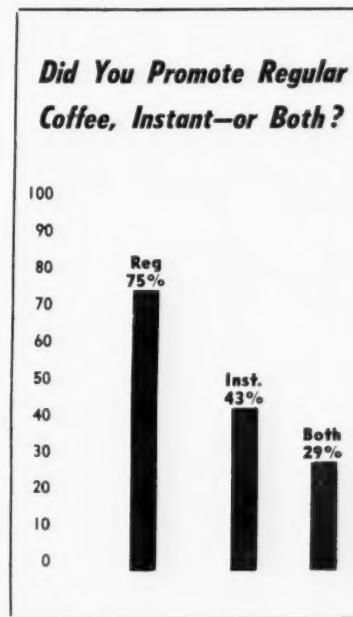
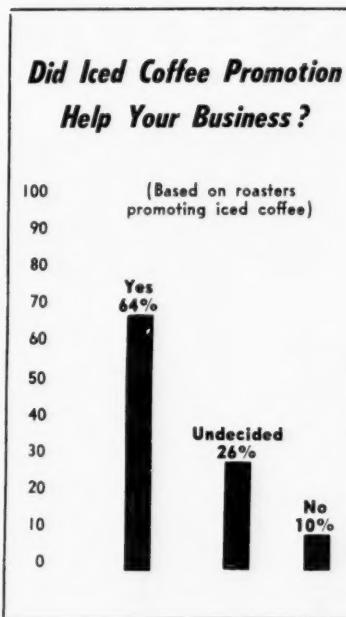
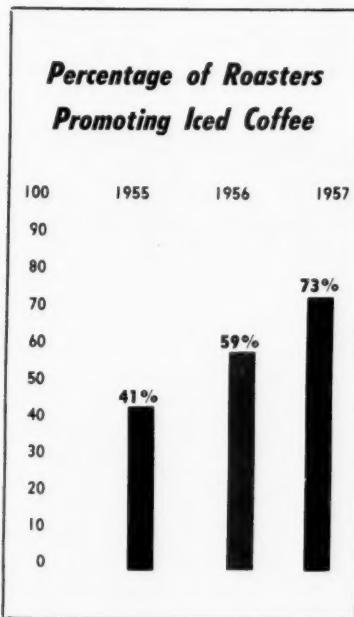
A roaster in the South promoting both regular and instant used five-column and full-page ads in five regional papers, radio spots, point-of-sale material, in-store promotions and iced coffee dispensers for his restaurant customers. He also prepared his salesmen for the campaign.

He reports that his "merchants appreciated the promotion", and is going to promote iced coffee more intensively in 1957.

The most popular advertising medium for iced coffee, as measured by the number of roasters using it, was, surprisingly, direct mail.

About 31% of the companies promoted iced coffee via direct mail, in most instances to grocer accounts. Over

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29% used daily newspapers and 27% used radio spots.

Other media used, with their frequency of mention, were television network advertising, 14%; television spots, 12%; outdoor posters, 12%; magazines, 12%; radio network advertising, 8%.

These are consumer media. Therefore, in arriving at the percentages, responses of companies doing a restaurant and institutional business only were eliminated. These firms, which accounted for 20% of the survey replies, do not use consumer media.

Point-of-sale advertising has been called "the final link in the advertising chain." This refers, of course, to the fact that to do a complete job of selling, the advertiser must have final reminders of his product at the point of purchase.

This axiom seems to be widely accepted in the coffee industry. Of the respondents promoting iced coffee last year, 81% indicated they used some kind of point-of-sale material. Of these, 69% employed material made available by the Pan-American Coffee Bureau; 51% indicated they prepared their own.

(These figures, as in other instances, add up to more than 100%. Some respondents used both PACB and their own point-of-sale material.)

As a corollary to the question on point-of-purchase advertising, another question asked respondents whether they had run special iced coffee in-store promotions in conjunction with their iced coffee advertising efforts. From these returns, too, restaurant and institutional suppliers were eliminated. On this basis, 28% indicated they had followed up their advertising with some form of special store promotion.

It might also be taken as axiomatic that a campaign the size of last year's iced coffee drive on an industry level, especially since it was breaking ground into a rela-

tively untouched potential, would call for special meetings and other efforts by individual companies to prepare their salesmen.

Yet only 56% of the consumer coffee companies which promoted iced coffee made any effort to inform their salesmen of their iced coffee plans. Some of this effort was rather slight. It consisted only of mentioning the plans in regular sales bulletins.

Restaurant coffee companies did somewhat better in this respect, with 70% of these respondents reporting they had held special meetings to brief their salesmen on iced coffee.

It is apparent, from analysis of the survey responses, that companies in the restaurant coffee business are in some respects more aggressive a group than the consumer coffee companies.

One indication of this is the fact that 60% of the restaurant coffee companies reported they had furnished iced coffee dispensers to their accounts.

The dispensers were made available on a test basis, on loan or, in one instance, were sold at cost.

The rising tide of roaster participation in iced coffee promotion is most clearly shown in answers to the question, "Will you promote iced coffee next season?"

More than 73% of the consumer coffee companies said they will definitely push iced coffee in 1957. Less than 7% were undecided. None stated flatly they would not promote iced coffee the coming summer. Negative attitudes were expressed, rather, by not answering this question.

Nearly all of the restaurant coffee respondents indicated that they planned some iced coffee activity this summer.

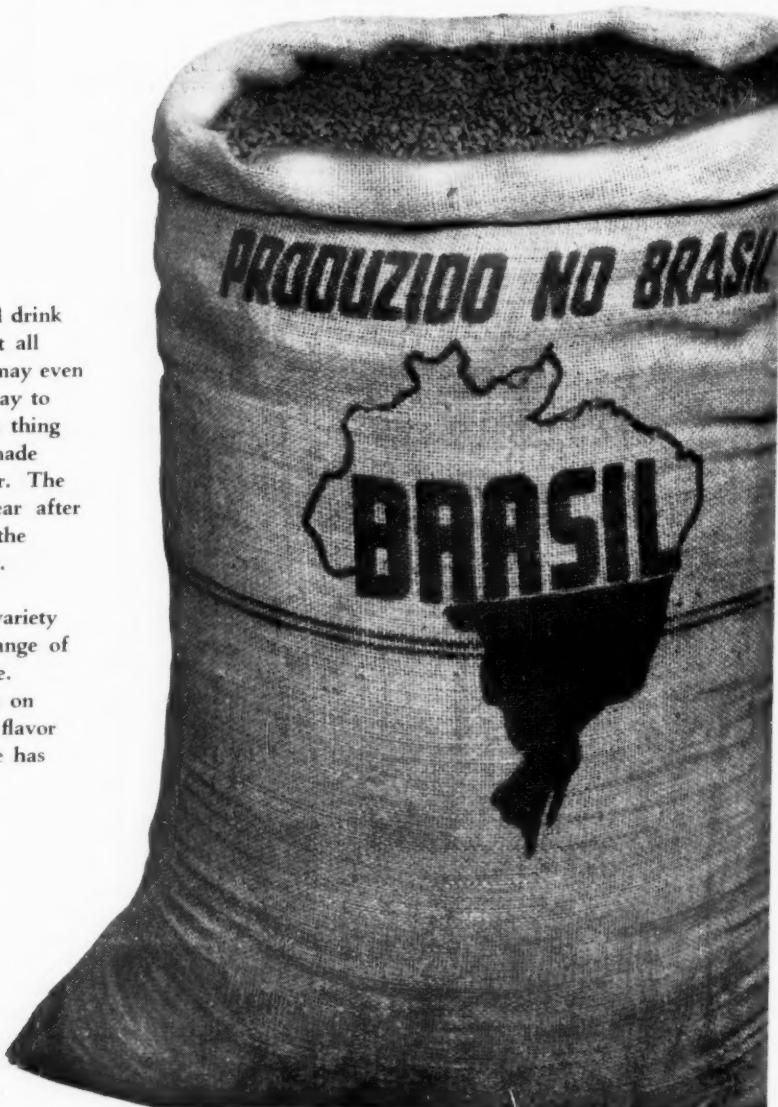
Almost equally clear was opinion on the effects of last summer's iced coffee promotion.

Of the consumer coffee respondents, 62% thought it

BRAZILIAN COFFEE and

The millions of U.S. citizens who will drink iced coffee this year naturally do not all like the same blend or brand. They may even differ as to which is the best "new way to take an iced coffee break." Yet one thing is certain—more iced coffee will be made using Brazilian coffees than any other. The reason is basic—Brazil continues, year after year, to export more of its coffee to the United States than any other country.

Brazilian coffees are unequalled in variety and quality. They satisfy a wider range of consumer tastes than any other coffee. Experts and the general public agree on the eminence of their rich body, full flavor and aroma. The U.S. taste for coffee has been built on Brazils.



BRAZILIAN COFFEE INSTITUTE

the ICED COFFEE CAMPAIGN



**BRAZIL SUPPORTS THE U. S. INDUSTRY-WIDE
CAMPAIGN TO SHOW "NEW WAYS TO TAKE
AN ICED COFFEE BREAK."**

120 WALL STREET, NEW YORK 5, N.Y.

★ Iced Coffee — 1957: A Coffee & Tea Industries "Fact Reference" Section

helped their business, 7% thought it did nothing for them, and 31% were—at the time of the survey—undecided.

In the restaurant field, 70% thought it helped, 20% felt it was of no help, and 10% "didn't know."

Here are some of the ways in which respondents who thought the promotion was helpful expressed that view:

"Helped sell more coffee" . . . "Increased sales three to five per cent" . . . "Hard to say—weather was cool and rainy—but coffee sales good" . . . "Made a good start in the long-term job of developing this added summer business." . . . "It helped materially" . . . and finally, "Very helpful, increased summer sales 10%."

The sources making these statements included such people as a major regular and instant coffee firm, a leading instant coffee processor, a large national chain of supermarkets, a small grocery company with its own brand coffee, and a large regional coffee roaster.

Comments from restaurant roasters ranged from "Nothing" to a restrained "It helped a little" to "Kept sales at a higher volume than last year." Among them was the ambiguous "Our usual summer slump was much lower"!

What are the conclusions?

One comment was recurrent among the responses from restaurant roasters: a key to more public feeding sales of iced coffee is quality of the beverages. Convince restaurant operators to make double strength brew for iced coffee—whatever the method for doing this—and sales would go up, they insisted.

Many of these roasters indicated that the biggest handicap, apart from a need for more promotion, was the preparation of iced coffee from the restaurant's regular brew, with ice cubes added.

Now, what are the conclusions?

First, it is apparent that in spite of the fact that the weather in some parts of the country was unusually cool, a noticeable increase in summer coffee business was achieved, a trend for which the iced coffee promotion was significantly responsible.

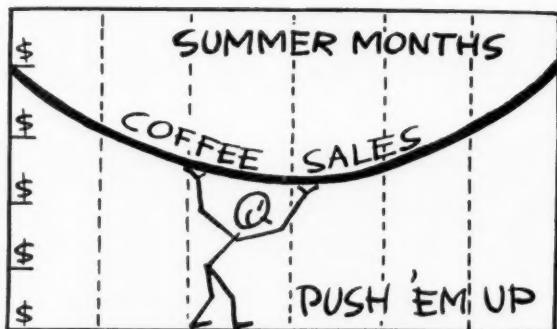
This trend is confirmed by Pan-American Coffee Bureau figures, which show that the usual summer slump in coffee sales was not as pronounced in 1956 as in previous years.

Second, it is clear that the former negative attitude on iced coffee within the industry was cracked by the 1956 iced coffee promotion. The idea that iced coffee cannot be sold was disproved by those who did promote it last summer, and their experiences are encouraging others to promote it in the coming season.

Third, the survey shows that many of the companies which did promote iced coffee did not do nearly as complete a job as they might have.

Yet even partial promotions brought results. One company, for instance, advertised iced coffee and used point-of-sale material, but did not brief its salesmen beforehand or follow-through with any other in-store merchandising. Yet this company credited an increase in sales to the iced coffee promotion.

Other companies did no advertising of iced coffee or



did not use any point-of-sale material. Yet they, too, reported sales increases.

These instances point up the fourth conclusion, that the iced coffee potential is responsive. Even partial efforts bring results. The survey establishes that more complete, more extensive, more aggressive advertising and merchandising will bring better results.

One other question was asked: "How can next year's iced coffee campaign be made more effective?"

The most frequent answer was the thought expressed in this statement: "More industrywide advertising."

Progress in this direction is evident in the plans of the Pan-American Coffee Bureau for the 1957 iced coffee promotion, "the largest, most concentrated advertising-merchandising-publicity program in its history."

Nevertheless, we must face the fact that there are only two organizations capable of handling industry-level iced coffee advertising. They are the National Coffee Association, which has no advertising budget *per se*, and the Pan-American Coffee Bureau, which will be unable to enlarge its promotion extensively until the producing countries increase their assessments from 10¢ per bag to 25¢.

The National Coffee Association did back iced coffee last summer, and will do so again this summer, through its public relations department. NCA sees iced coffee as one of the main avenues to 8,000,000 more bags a year through, in this case, "just one more glass" per person per day.

Still, it is clear that any major increased effort will have to be made, in the main, by the individual roasters and processors themselves.

There has been a trend in American business in recent years away from discontinuing advertising in summer to maintaining the same level as in other months of the year.

As a result, many businesses which formerly had a nine-month selling season now maintain almost uniform sales levels throughout the year.

It is evident that if the coffee industry continues its advertising and promotional activities at the same rate during the iced coffee season as during the hot coffee season, the summer slump in coffee sales will eventually be eliminated.

Iced coffee *can* be sold.

As never before, the road has been cleared for achieving coffee's \$100,000,000 summer potential.

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biggest PACB promotion yet paces industry's 1957 iced coffee drive

By EDWARD E. VAN HORN, Director of Advertising
Pan-American Coffee Bureau

To support the industrywide drive to sell iced coffee this summer, the Pan-American Coffee Bureau has prepared the largest, most concentrated advertising-merchandising publicity program in its history.

The theme of the new campaign is, "*New Ways to Take an Iced Coffee Break.*" It will, we think, help the industry considerably in the drive for summer sales.

Here's why: with the "Iced Coffee Break" phrase we're reminding millions of consumers that this is their old favorite, coffee, tailored to their requirements for a hot-weather drink. And by introducing them to "New Ways" to enjoy iced coffee, we're bringing variety into people's summer drinking habits which, according to the research done for the Bureau by the Institute for Motivational Research, is something they're eagerly seeking from coffee. In addition, the products that are used with coffee to make these summer treats give food-store operators the opportunity to make extra sales through related-item displays at the point-of-sale.

The "kick-off" advertisement in this year's campaign will be a center-spread, four-color in the June 1st issue of *The Saturday Evening Post*, the magazine that gave us such excellent merchandising support last year. In addition, full pages, four-color, are scheduled for June issues of *McCall's* and *Ladies Home Journal*.

The total circulation of these magazines is over 14,000,000—a substantial base on which to build what should be the biggest iced coffee program in industry history.

Still to be worked out are the media details of the Bureau's July and August advertising, but current plans call for iced coffee to be featured all summer long, as it was in 1956.

In the advertisement itself, six new ways to serve iced coffee will be shown in brilliant, mouth-watering color. Also prominently featured will be the three best ways to make iced coffee (pre-cooled, double-strength and with instant). For the "Frosting on the cake", the popular recipe book, "Fun with Coffee", will be offered at the new low price of 10¢.



To stimulate iced coffee sales in restaurants, five leading restaurant trade magazines are scheduled for February, March, April and May: *American Restaurant*, *Restaurant Management*, *Chain Store Age* (Fountain and Restaurant Edition), *Diner Drive-In* (except February) and *Fountain and Fast Food*. Their total circulation is 170,489, which, over the four months, should give us blanket coverage of the field.

The grocery trade gets the word via large-space advertising in *Progressive Grocer* and *Chain Store Age* in February and March, plus an eight-page insert in the Super Market Institute Convention issue of *Super Market News* (April). This "bombshell" will be seen, read and acted upon by upwards of 60,000 key people in the food industry!

But in this merchandising-conscious era, advertising not supported at the point-of-sale is like a bridge that spans only half the river! The consumer has to be reminded again and again that coffee is delicious—both iced and hot. That's why we're making full use of the merchandising facilities of all the publications we're using (consumer and trade) to tell some 35,000 to 40,000 stores and restaurants about the iced coffee promotion—and to help us get up iced coffee display material.

For coffee trade use, the following special material is now available:

For restaurants—A colorful, giant glass (11½" wide by 28" high) with the slogan, "Perk Up! Take an Iced Coffee Break!"

For restaurants and food-stores—A new-design back-bar and window poster (8½" high by 20" wide) with a large price bullet, imprint area and the "Perk Up" slogan.

For food-stores and restaurants—A dazzling set of "icicles" (each icicle is 11½" wide by 18" long, printed on both sides) to be used as over-the-wire banners (singly or in sets), window posters, posters to tape on pillars, or as shelf hangers, back-bar posters, etc. Three are printed with tie-in slogans—"Try ice cream and iced coffee", "Try chocolate in iced coffee", "Try whipped cream in iced coffee", one has the "Perk Up" slogan; four are blank, for brand imprint or for food-store operators to grease pencil related items of their own choosing.

For food-stores—A three-dimensional coffee department marker (24" high by 33" wide), designed to put on the top shelf of the coffee department—or on top of a mass display! There are two big imprint areas, a place for your packages, a place to show a related item (or your brand of

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instant, if you have both regular and soluble). Food-store operators will like this piece, because it puts unused space to work—and can help sell high-profit related items in addition to fast-turning coffee! There's even a pocket containing recipe suggestions for new ways to serve iced coffee—and best ways to make it!

Finally, newspaper mats, suggested radio commercials and telops will be available—and all of the above at half our cost of production (or free).

And that isn't all! We're still hard at work lining up other industries which have products that can be sold with

iced coffee: ice cream companies, chocolate manufacturers, aluminum manufacturers, glass companies, coffee-making equipment manufacturers, can companies, etc. By showing iced coffee in *their* advertising, they'll help make 1957 iced coffee's biggest year yet!

Enthusiastic? You bet we are! And with good reason, we think. For more coffee companies will be "in" this year than last—more everybody. And—most important—more people are going to see and hear about iced coffee this year than ever before.

new sales opportunities shown by C&TI survey

Every coffee firm has a chance to share in this increased volume

By DONALD W. WHITE, President
Don White, Inc.

Don White, Inc., are specialists in food and grocery merchandising and marketing research.

The survey of 1956 iced coffee promotion activity conducted by COFFEE & TEA INDUSTRIES can make a valuable contribution to future marketing plans for the coffee industry.

Results of this study indicate the progress being made, but also dramatize opportunities for increased sales of iced coffee that remain untapped.

These survey results are even more significant when we are informed by COFFEE & TEA INDUSTRIES that the respondents in this survey represent a substantial majority of the total coffee volume of the industry.

Most dramatic evidence of the untapped opportunities for increased sales of coffee through iced coffee promotion and merchandising are revealed in survey figures showing a lack of any such activity by more than one-third (40%) of the industry in 1956.

This reveals an even greater opportunity when this figure is translated in terms of bags or tonnage.

Equally surprising is the fact revealed by these survey data that less than one-half of the survey respondents used any iced coffee point-of-sale material whatever in 1956 whether prepared individually or supplied by the Pan-American Coffee Bureau.

Allowances have to be made, of course, for the promotional limitations of private label and institutional coffee businesses, but, even in these businesses there are many



profitable opportunities for the use of point-of-sale materials.

And for any firms selling even part of their volume through retailer-consumer channels, the opportunities for use of point-of-sale materials for iced coffee are (1) almost unlimited (whether individually prepared or provided by the Pan-American Coffee Bureau and (2) almost imperative under today's conditions of marketing.

Marketing conditions that make the use of point-of-sale material almost imperative for extra consumer sales from iced coffee include:

1. Impulse buying that is much more of a factor for iced than for hot coffee. Of total coffee purchases in super markets almost half (45%) of "regular", and more than half (57%) of "instant" coffee is bought partially or wholly on impulse. Point-of-sale material is especially important in converting this "impulse" into extra iced coffee sales in summer months.

2. Beverage competition is greater in warm weather (from soda and other soft drinks) than in cold weather—making point-of-sale reminders more essential in Summer.

3. Extra, off-shelf display space for coffee is more difficult to obtain in summer. Colorful, cool-looking point-of-sale materials, can offset, and even help recapture much of the curtailed warm weather product-display space.

4. The use of good point-of-sale materials has produced substantial sales increases at low cost. Repeatedly and consistently—a fact reflected in the survey results.

The COFFEE & TEA INDUSTRIES survey is encouraging in indicating an increase in the number of firms planning to promote and merchandise iced coffee for extra sales volume in 1957.

The results also emphasize the opportunities that exist for almost every firm in the industry to get a share of this increased volume, even if limited to the use of point-of-sale materials of their own and/or as provided by the Pan-American Coffee Bureau.

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just one more GLASS!

Coffee now has a large and growing "12-Months-a-Year Sales Club"

You, too, can join — by promoting iced coffee for your own brands.

By JOHN F. McKIERNAN, President
National Coffee Association

Since last year's special iced coffee issue of this publication, there's been lots of water under the bridge. Or, more appropriately, there's been a lot more coffee over the ice.

True, the industry has not yet achieved anything to cause panic among its summer beverage competitors. But the "alert" is getting around that the coffee trade has been thinking more, talking more and, in many quarters, *selling* more coffee on the rocks.

You observe less defeatism this year than last. Even those skeptics who have long preached that iced coffee can't be sold successfully are now re-appraising their dogma. They're measuring the headway which many roasters made last summer. And some of them are at least inching toward the bandwagon.

They say that "nothing succeeds like success," and there's probably no more persuasive argument than success, however moderate, to make converts of dissenters. Even a superficial study of COFFEE & TEA INDUSTRIES'iced coffee survey should give any skeptic cause to ponder whether this long slumbering potential hasn't begun to stir.

The conclusions of the editors are, substantially, as follows: that, despite unseasonably cool weather in some areas, a noticeable increase in summer coffee business was achieved, a great deal of which was accounted for by iced coffee promotion; that the former attitude of the industry that iced coffee could not be sold is disproved by the experience of those who did promote it this past summer; and that, of the companies which did promote iced coffee and managed to achieve sales increases, many did not do nearly as complete a job as they might have done.

To a survey question asking, "How can next year's (1957's) iced coffee campaign be made more effective?" many respondents answered by urging more industrywide advertising.

We are all aware of the iced coffee promotion which the Pan-American Coffee Bureau staged last summer. It was the Bureau's largest effort to date to help the industry fill in the traditional summer slump in sales. Manager Charles G. Lindsay assured us, in his address at last year's con-

vention, that the Bureau is planning another iced coffee campaign for the summer of 1957.

But we are also all too aware of another important circumstance, namely, that the Bureau's members still have not agreed to the long-promised increase in bag assessments for promotional purposes. Even so PACB will do even more this summer than it did last to promote iced coffee.

The industry knows, too, that the National Coffee Association has no funds for advertising. We do, of course, intend to continue our promotional and public relations efforts for iced coffee. We will again make available to members at cost price our iced coffee back-bar strips and our booklet titled "Iced Coffee—Eight Ways." Last year, we distributed 23,000 copies of the latter. Also, we have earmarked a sizeable part of our public relations budget to finance extra prints and distribution of our new film, "The Magic Cup," which contains a sequence demonstrating the recommended procedure for preparing and serving iced coffee.

In short, both the Association and the Bureau will maintain—and increase—their support of an industry campaign to promote this summer version of the beverage. But, as the survey's editors point out, any largely increased effort will have to be made, in the main, by the roasters and distributors themselves.

During our business agenda at Boca Raton, the speakers referred frequently to the youth market, coffee catering service, and the vending machine business, as well as to iced coffee promotion directly. As we see it, all four of these specific topics can be strategically inter-related to help a roaster or restaurateur to sell "Just One More Glass" of iced coffee.

Come June, teenage graduates are socially busy with lawn parties, proms and class picnics—all natural occasions for iced coffee. Many of these parties and proms have food and beverages catered in. They are good opportunities to promote ice coffee in the direction of a large, growing and undeveloped market.

At least two vending machine operators with whom we have talked are already exploring the revenue potential of iced coffee served from their equipment. They see considerable promise in iced coffee sales in such non air-conditioned locations as railroad stations, airports and sports stadiums. They are also confident that they can solve any

(Continued on page 37)

How to Increase Coffee Sales and Profits with Your Own Brand of Instant Coffee

- **the right product**—Equal in quality and character to the fastest selling brand on the food store shelves. Quality control in the laboratory assures you unvarying and uniform quality, jar after jar, case after case.
- **at the right price**—Your cost gives you a competitive advantage on shelf prices, better than average profit margin for your retailers and a broad margin for your distribution costs and net profit.
- **plus merchandising help**—The only private label Instant Coffee processor to help you increase your customers' stock-turn and slice off a bigger share of the stores' total Instant Coffee business under your brand.

FREE—let our Marketing Division make a marketing audit of your sales and profit potential on soluble coffee under your label. Write or Wire.



COFFEE INSTANTS, INC.

FLUSHING 54, NEW YORK

One of America's Leading Processors of
Instant Coffee for Private Brand Distribution

COFFEE & TEA INDUSTRIES and The Flavor Field

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a checklist for roasters

elements for an iced coffee campaign

By SAMUEL S. MOODY JR., Merchandising Director
Robert W. Orr & Associates, Inc.

Handle this checklist right, and it can make a difference in your sales slump this summer.

Read it, of course—but don't stop there. Pass it on to the men who head up your advertising, merchandising and sales. Make sure your agency people see it.

Then bring them into a session in which you check your own plans against this list—and decide what to do about the gaps.

Last summer the coffee trade joined together to demonstrate that iced coffee can be sold. Thus was brought to an end the pessimistic coffee man's summertime blues song: "You simply can't sell iced coffee."

Because of the wide support given the 1956 "Cool Off With Coffee" program by many roasters and other interests, the promotion was a measurable success. The advertising and promotion behind last year's iced coffee drive helped sell all brands and all kinds of coffee directly and indirectly. But that was just a beginning. This year's iced coffee program, announced elsewhere in these pages, will be bigger and better. It will give further impetus to the coffee industry's determination to increase coffee's share in summer beverage sales.

If you did not receive your share of this plus business last summer, you may want to re-examine your plans. Now is the time to make sure that more iced coffee will be made with your brand next summer.

In planning your iced coffee campaign for 1957 check this list of tips to a better iced coffee program:

I. Advertising

A. *Frequency.* A campaign isn't one ad—no matter how spectacular. So advertise iced coffee throughout the summer months.

B. *Copy and Art.* Don't be satisfied merely to tell 'em that your brand is "good hot or iced." Shout it! Really sell iced coffee!

1. "New Ways to Take an ICED Coffee Break". Show new ways to serve your brand, iced.
2. If your brand is an instant, tell 'em why your instant makes the best iced coffee.
3. If a regular coffee, tell 'em why they'll get better iced coffee with your brand.
4. Tell 'em *how* to make it. Nothing sells more iced coffee than a good glass of iced coffee!

5. Keep it cool! Show iced coffee with other cool-looking snacks or ice cream. Show the glass frosted and transparent.

C. Media

1. Television. Use demonstration—live or filmed. ("See how quick and easy it is to make iced coffee. How good, too!")
2. Print. This is a wonderful medium for recipes, easy for readers to note and save. And, with the added use of color, you can achieve better package identification.
3. Radio. Always good for added frequency and reminder copy. ("Have a glass of iced coffee NOW.")
4. Outdoor. Can be so appetizing. Good locally, regionally or nationally.

II. Merchandising

A. Grocery Outlets

1. Check the point-of-sale material available through the Pan-American Coffee Bureau. It's pre-tested to help you sell more coffee. It's available at below cost. Can be imprinted with your brand name or package, too.

2. Portfolio or Sales Kit. A quick rundown on your own iced coffee advertising will help your salesmen next summer. Include:

- a. Reprints of ads.
- b. TV personality or simulated story board.
- c. Newspaper drop-in mats.
- d. Samples or sketches of *display material*:

i Floor stands
ii Shelf-talkers
iii Pennants
iv Shelf strip tape
v Mobiles
vi Posters
vii Motion displays

} Use available PACB material or adapt or create your own sales aids

3. Media Merchandising. Make sure you get the most for your advertising dollars by thoroughly investigating merchandising assistance offered by the media carrying your advertising. Most media, both print and broadcast, can render a real service in merchandising your advertising to grocery buyers, merchandisers and ad managers. But don't take this service for granted. Ask for it.

4. Related Item Selling. Don't overlook the possibilities of pooling your advertising dollars and your



LOOK TO

MAXWELL HOUSE

for active support
of the industry's

1957 ICED COFFEE CAMPAIGN

Products of General Foods

These fine brands—Maxwell House, Instant Maxwell House, Sanka, Instant Sanka, Yuban & Bliss Coffees

FROM MAXWELL HOUSE DIVISION OF GENERAL FOODS CORPORATION

COFFEE & TEA INDUSTRIES and The Flavor Field

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sales force with other manufacturers to promote iced coffee and ice cream, or iced coffee and cake or iced coffee and cookies. (You'll find a complete rundown on these tie-in possibilities outlined on pages elsewhere in this issue of COFFEE & TEA INDUSTRIES.)

B. Restaurant Trade

1. Education. The best iced coffee salesman we have is the restaurant or fountain operator who serves a good glass of iced coffee. For this reason, any effort spent in educating the "coffeeman" in eating establishments—showing him how to make better iced coffee—will pay off in terms of more institutional sales and more in-the-home coffee drinking, too.

Your institutional salesmen have a tremendous opportunity to keep summer sales up by promoting good iced coffee and getting across information on *how to make it with your brand*. Let them demonstrate the superiority of iced coffee made these approved ways:

- a. Double strength served hot over ice.
- b. Regular strength precooled in a non-metallic dispenser.

Work for volume. Be sure your customers are not over-charging for iced coffee: This hurts your sales and their's, too.

2. Promotion. Don't overlook the fountain and restaurant when you plan your sales promotion material:

- a. Backbar posters
- b. Giant size glass
- c. Window posters
- d. Menu tip-ons
- e. Table tents
- f. Combination posters: Iced coffee and a grilled cheese sandwich, for example.

And remember, many of these items are available from the Pan-American Coffee Bureau at below cost—ready for your own brand imprint.

III. Publicity

For a well rounded campaign—locally or nationally—be sure to include publicity in your promotional plans.

Local newspaper food editors are always interested in recipes and new ways to serve popular drinks. Perhaps you have a special way you make iced coffee in your home. Food editors will want to hear about it. You will also find that a visit to food and women's editors on both newspapers and radio or TV stations will pay off.

If you really want to get the summer off to a fast selling start, why not plan an iced coffee party at your plant or at your club or favorite hotel? Invite food editors and some of your larger institutional accounts. Let them all see and taste "New Ways To Take An ICED Coffee Break!"

If you did not get the most out of last year's industry-wide iced coffee promotion, try this recipe for sparking summer sales:

Brew up some advertising, sweeten with merchandising, and add publicity to taste!

1957 food publicity for iced coffee

By ELLEN SALTONSTALL, Director of Consumer Services
Pan-American Coffee Bureau

There is one summertime story that never grows old—the story of how to make iced coffee. In the summer of 1957, we plan to tell it more frequently and with more enthusiasm than ever before. Not only that, we will tell it with variations.

The "how to make" story is, of course, the basis of our summertime food publicity program. You will be reading it again this year in newspapers and women's magazines everywhere, and you will be hearing it on women's radio programs and television programs as well. As we all know, iced coffee must be properly prepared for the greatest enjoyment. It is our purpose to see that every homemaker in the United States has the directions at hand for making iced coffee, and that she is frequently reminded of the pleasures of drinking it.

We will work on the theory that *iced coffee is everybody's drink on every summertime occasion*.

Recently, the director of the food department of one of

the mightiest home magazines in this country was interviewed by the *New York Herald Tribune*. She commented on the fast-growing popularity of home entertaining in the morning. "Morning bridge parties are extremely popular now with homemakers in small cities and towns," she said. "The food served at these parties features fruit, a hot bread and coffee by the gallon."

Perhaps, with enough effort, we can make that statement to read in the summer months"—and *iced coffee by the gallon!*"

In other words, we plan to direct a part of our material to the homemaker who entertains at morning coffees.

During the past year, we have placed great emphasis on the many ways in which coffee may be made more appealing and more interesting. Some of these suggestions have to do with attractive ways of serving and others are concerned with recipes in which coffee is combined with spices, flavorings, liqueurs or dairy products, such as milk, cream or ice cream. This summer, we will present an appetizing array

(Continued on page 37)



IN FULL PRODUCTION!

**3 generations of NATHOR'S coffee experience
is behind this private label soluble coffee operation.**

You can always count on a high-grade soluble coffee when it is produced by East Coast Coffee Corp.



Over 60 years of Nathor coffee know-how and can-do

goes into the production of your private label brand.

PLAN YOUR ICED COFFEE CAMPAIGN NOW

Nathor's experience assures you top

The industry-wide iced coffee campaign is getting underway.

quality at all times, at a price that

Here is your opportunity to tie-in with a profit-making promotion during the hot summer months.

will make yours a profitable

private label brand.

We'll be glad to work with you on this important phase of your business . . . show you how to take advantage of national advertising in your own promotions.



Call us for details on "new ways to take an iced coffee break."

East Coast Coffee Corp.

601 WEST 26th STREET
NEW YORK 1, N. Y.

Instant Coffee

BOWling Green 9-0148
9-0149

Coffee Concentrates

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breaking iced coffee barriers

By HELENE S. BROWN, Daniel Starch & Staff

How do homemakers feel about iced coffee?

Answers to this question were turned up as a byproduct of a Starch Reader Impression Analysis of the full-page, four-color iced coffee advertisement run in the July, 1956, issue of Ladies' Home Journal by the Pan-American Coffee Bureau.

Primarily the analysis was a check on the effectiveness of

The Pan American Iced Coffee advertisement (Ladies' Home Journal, July, 1956) showed five different, "festive" ways of serving iced coffee and gave three methods of preparing it. A Starch Reader Impression Analysis of the advertisement reveals some of the attitudes which have prevented iced coffee from hitting the popularity peaks, as well as the inroads made by the advertisement itself in breaking through iced coffee barriers.

This analysis is based on 450 interviews with women readers of the July, 1956, issue of Ladies' Home Journal. Skilled Starch interviewers use a special type of probing technique designed to bring out the meanings which the advertisement succeeds in communicating to readers.

The basic problem in the acceptance of iced coffee is the image that has been built up around the product as a steaming hot beverage and, in large measure, a morning wake-up.

This image is stable and comforting, and the more conservative women are reluctant to part with it. The image suffers, at the same time, from the disadvantage of all fixed ideas—which lend to their objects an "I-take-you-for-granted"

Women on cold "coffee milk" for children

"I remember when I was a child, I wanted coffee but it was refused me. Coffee in milk is a clever idea."

"More and more, the old-fashioned idea of no coffee for children and youth is changed. I am going to try some of these the first chance I get."

"Junior can also enjoy the fun by adding sugar to his milk and just enough coffee to color the milk. He is ready for the grown-up fun. It is an idea for mothers who have children who do not want to drink their milk."

quality that limits their possibilities and robs them of interest. But more "adventurous" women—the substantial number who constantly hunt for new ideas in food advertisements (and were strongly represented as readers of the Pan-American Coffee Bureau ad)—welcomed the new, versatile facet of coffee presented in this advertisement, comment-

the advertisement. But it revealed a wealth of information on how women feel about iced coffee.

Some of those attitudes you might expect. Others are surprising. They indicate that many coffee men have yet to catch up to the realities of the iced coffee potential . . . in their thinking and their promotions.

Daniel Starch and Staff are nationally recognized as consultants in business research.

ing again and again on the surprising variety of ways in which it could be served.

This change of pace which made iced coffee a warm-weather "guest" or "party" drink, an afternoon pick-up and snack, was summarized by one reader as, "You don't have to be a stick-in-the-mud about coffee." She went a bit

Women on iced coffee variations

"You could really make some nifty drinks with plain old coffee."

"You can drink coffee all year 'round."

"Most of us think of coffee as a hot drink. This is a good idea."

"Five different ways of serving this humble beverage!"

further to suggest a sixth variation—with brandy! While it was acknowledged also that a "coke" would be easier to serve, the description of "more interesting" was applied to iced coffee.

A promotional key is offered to the coffee industry by another attitude. Some women, especially those who have little or no experience with iced coffee, have the feeling that a taste for it has to be cultivated.

This feeling has a dual aspect for housewives: On the one hand, it sets up certain reservations about preparing it for the whole family, or for guests whose tastes are unknown. But the variety of serving methods presented in the advertisement convinced them that everyone could be suited by some form of iced coffee. On the other side of the picture are those women for whom developing the taste becomes a challenge and a desire. Readers actually admitted that if they could overcome the first hurdle of preparing iced coffee, they would learn to like it.

This leads us to the problem of preparation. Women indicate that their reluctance to make iced coffee rests very largely on their ignorance of the way it should be done. Readers showed their appreciation for the three-way recipe

(Continued on page 46)

Let's support the industry-wide Iced Coffee campaign.

C. A. MACKEY & CO., INC.

NEW YORK, N. Y.

NEW ORLEANS, LA.

Port Au Prince, Haiti

Ciudad Trujillo, Dominican Republic

★ Iced Coffee — 1957: A Coffee & Tea Industries "Fact Reference" Section

summer's challenge gets hotter

By DONALD L. STEVENS, Account Supervisor, Grocery Products,
Bureau of Advertising,
American Newspaper Publishers Association

We are informed that the expanded iced coffee promotion of 1956 resulted in some progress toward beating the summer slump in coffee sales. Apparently, however, there is still a long road to travel before summer sales are raised to a comfortable level.

Last year we dealt with this problem in an article in COFFEE & TEA INDUSTRIES, in which we urged aggressive promotion by industry and roasters alike, using carefully selected and tested copy themes to draw the consumer's interest toward iced coffee as a refreshing beverage.

What we said last year is still very much in order, we think, provided the coffee advertiser chooses the right road when he does promote. Obviously, the only profitable road is the one that directs the industry's efforts *against* competition, in order to win a greater share of the summer beverage business. Certainly there is no advantage in switching hot coffee drinkers to iced coffee.

Beer and soft drinks are, of course, your prime competition for this summer business. Both of these industries place their heaviest marketing efforts in the hot weather months, and are far overshadowing summer promotion of coffee, either hot or iced.

It may well be that the "coffee break" becomes in the summer a "soft drink break." This would be indicated by the peaking sales curve of the soft drink industry and the simultaneous drop in coffee sales.

A very revealing clue to the sales peaks in almost any business is the distribution of advertising across the year. Beer advertising and soft drink advertising rise considerably in the summer, in approximate proportion to the rise in sales, or more so. Coffee advertising, on the other hand, takes even a deeper plunge during this period than coffee sales.

The accompanying table shows how beverage advertising has been placed in newspapers over several years. Similar tables would look much the same for radio, magazines, television and other media.

Coffee, then, has been seriously underpromoted in the summer, apparently—without good reason, in our opinion. Certainly, coffee has an excellent story to tell to its summer prospects. Iced coffee is a low calorie (or no calorie) beverage; it is refreshing; ease of preparation



of soluble coffee puts it at least on a par with the competition—and it involves no bothersome lugging of bottles and cans to or from the store.

It's all very well, of course, to say, okay let's do more advertising in the summer. But this is obviously an oversimplification. The purpose of any advertising strategy, it goes without saying, is to get the largest possible return on the promotional investment. This means that advertising, in order to achieve its highest efficiency, must be carefully planned. It must apply its pressure *when and where* it can do the most good.

This may not be as difficult as it sounds. Recently, the Bureau of Advertising developed a formula that is ideal for the promotion of iced coffee. Reduced to its simplest terms, it is a formula wherein the advertiser runs his newspaper ads on a market-by-market plan according to the temperature pattern of each market.

The formula has been developed to a point where it provides real precision in the timing of advertising. As an example of how it might work out, let us apply it to Market A.

This market has a mean summer temperature of 82°, let's say. When the temperature in that market reaches a figure of 87° or 88° or higher, the people living there are uncomfortably hot. They are buying cooling beverages. Taking this into account, the advertiser can provide a series of iced coffee ads to the newspaper in Market A in advance of the hot season, with instructions to run the first ad when the temperature has hit 88 and the forecast is for "continued hot." The campaign can then be continued on whatever time schedule seems best.

(Continued on page 47)

Percent of Year's Newspaper Advertising Devoted to Each Quarter by Beverage Types—5-Year average, 1951-1955

	Soft Drinks	Beer	Coffee & Tea*
First Quarter	13.2%	18.9%	26.0%
Second Quarter	29.2	29.1	25.6
Third Quarter	32.6	30.3	19.2
Fourth Quarter	25.0	21.7	29.2

Source: Linage reports by Media Records, Inc., for 110 cities.

*No further breakdown is available. Tea packers, however, have for several years put more emphasis on summer cool-drink advertising than have coffee roasters. Thus, the third-quarter percentage for coffee alone would probably be lower than for coffee and tea together.



ROBUSTA COFFEE *from* IVORY COAST

- Increasingly popular because of uniform blending quality.
- Quality assured through modern preparation.

CHAMBER OF COMMERCE

P.O. BOX 1399, ABIDJAN

IVORY COAST, FRENCH W. AFRICA

United States Representative
French Overseas Territories Division
Commercial Counselor to the French Embassy
610 Fifth Avenue, N. Y. 20, N. Y.
CI 5-7974

Top photo shows a view of the modern city of Abidjan, the main port of Ivory Coast. The second photo illustrates a typical coffee tree nursery in the interior. The third photo pictures the spraying of coffee trees with up-to-date equipment. On the lower left is shown a native type drying bed, although the more modern method of drying on concrete is widely used. The center picture illustrates one of the mobile hulling units in use in Ivory Coast. On the right is shown one of the new cleaning and warehousing plants in Abidjan.

★ Iced Coffee — 1957: A Coffee & Tea Industries "Fact Reference" Section

add tie-in power to your iced coffee push

By RICHARD RUSSELL, Robert W. Orr & Associates, Inc.

Richard Russell is vice president of Robert W. Orr & Associates, advertising agency for the Pan-American Coffee Bureau.

Harnessing the advertising and sales effort of several companies can often establish a better merchandising balance than any one of the companies can achieve on its own. And the collective dollars can develop a momentum and impact on the trade (as well as the consumer) which will result in more point-of-sale activity—and more sales—for all concerned.

Your iced coffee promotion offers excellent tie-in opportunities.

Dealers are becoming harder and harder to impress—they require more "shock" to stimulate them. They want something new. They want it big. And they want it "storewide", if possible. Iced coffee is big, and with its long list of related items, it is certainly storewide.

So pool your firepower for the big push. Line up several of the "right" advertisers to work with you.

Take advantage of each other's plusses (and accept each other's shortcomings). One advertiser, because of the nature of his business, will make calls on the trade with greater frequency. Another, because of the scope of his line, maintains a larger sales force. One may do considerable advertising in radio, another concentrates on newspapers, while still another sponsors a top-rated television property.

One advertiser can be especially aggressive in point-of-sales effort, leaning heavily on merchandising. Some of their products are staples, some are impulse items. One may sell direct, another through brokers. There is a wide difference in turnover, in unit sale cost, in profit margin. When such a variety of advertisers as these work together on a specific promotion of common interest, the impact on the dealer—grocer, restaurateur, hardware dealer, department store or whatever—is far more impressive than any effort any one of the "partner" could make on his own.

In the grocery business, these are specific objectives for these cooperative efforts:

Build multi-product displays of the specific brands!

Earn attention in as many departments as you can!

Get up point-of-sale material—make it a storewide event if possible!

Get your listings in the advertisements or handbills of the advertising grocers!

Get featured in as many stores as you can—and stay featured as long as you can!

In restaurants and soda fountains, the objectives are to display backbar pieces and window streamers, to employ menu clip-ons, and to get menu mentions of the cooperative products or recipes. Get as many as you can and keep them as long as you can!

Coffee can take advantage of all of these plusses of related-item promotion.

Coffee, as a commodity, has more opportunity in this direction of related-item tie-ins than any branded product could possibly have. Coffee is so universal in its acceptance and its use that its tie-in potential is unlimited.

Following are a few examples of how iced coffee—which has even more tie-in possibilities than hot coffee—can enlist the cooperation of a wide variety of products and organizations in a powerful common promotion.

The Pan-American Coffee Bureau—whose interest in this instance is primarily in helping to increase iced coffee use, is spearheading the promotion without regard to regional aspects, packaging, types of coffee, or any of the variables that exist in this vast industry.

It is immaterial whether the participants are national or regional brands, strictly institutional, private brands, roasters or regular coffee, soluble, or both. Every coffee roasting and distributing business qualifies as a participant. There is room for everybody.

In the "A" list of tie-in prospects we include those products which have ingredient use in the actual coffee drinks we are planning to feature in our advertising. For example, the Bureau's 1957 advertising will feature a half-dozen specific iced coffee drinks. These will probably include such tested variations as Coffee Mocha, Coffee Viennese,

(Continued on page 38)



Here's an iced coffee recipe from the Pan-American Coffee Bureau, with a number of tie-ins. Its "creamy coffee foam." Two cups of strong cold coffee are combined with 1/2 teaspoon of Angostura bitters, and 1/2 cup heavy cream. Pour into four decorative glasses, add ice cubes, fill the glasses with cream soda, and stir gently to mix. Or you can use cold coffee and thoroughly chilled cream soda, and skip the ice, if you prefer.

I

SCHAEFER
KLAUSSMANN CO., INC.

- 99 WALL STREET, NEW YORK 5, NEW YORK
- 302 MAGAZINE STREET, NEW ORLEANS 12, LA.

Coffee Importers and Agents



★ Iced Coffee — 1957: A Coffee & Tea Industries "Fact Reference" Section

consumers



are warming up to iced coffee

By JOHN E. THOMPSON, Product Manager, Nescafé
The Nestlé Co., Inc.

Iced coffee was a hot advertising and merchandising item in connection with Nescafé during the summer of 1956. Consumers were reached en masse via national magazines and network TV and, individually, on a local level, through a spectacular demonstration program and with attention-getting point of sale material.

As in 1955, Nestlé's Home Economics Department was in the forefront with luxurious variations of iced coffee to make the beverage a festive party treat, and helped immeasurably in enabling Nescafé to compete with the soft drinks that ordinarily dominate the beverage market during the hot weather months.

To reach a national audience via printed media, nine full color advertisements showing a man cooling off comfortably with a tall, frosty glass of iced Nescafé were run in major magazines. Incidentally, we ran an iced coffee ad in The Saturday Evening Post the same week as the unique Pan-American Bureau gatefold advertisement, pointing up a major promotion with point-of-sale material sent to dealers across the country. We also used network TV exclusively last summer.

The magazine ads, of course, were scheduled far in advance of June and July publication dates. There was no way of knowing, when the ads were scheduled, if one or more of the publication dates might coincide with an unexpected drop in temperature. Television, however, gave us flexibility. We had iced Nescafé commercials on our weekly network Saturday night TV show from time to time on hot days. When the temperature dropped we simply substituted a more appropriate commercial.

The combination of both TV and magazines produced full national coverage.

An important part of our program—but by no means all of it—was a specially concentrated effort on four major metropolitan area markets. In these locations we ran extensive newspaper advertising, supported by a four week radio spot campaign, for a 30¢ refund offer to all who tried iced Nescafé. This consisted of a cash refund to consumers who mailed the innerseal of either a two or six ounce jar of Nescafé to a special box number. The advantages of iced Nescafé were played up heavily in this campaign—and the returns were far ahead of expectations.

Fine merchandising cooperation was received from a number of newspapers which plugged Nescafé Iced Coffee in recipe columns, built store displays and, in some cases, sponsored radio spots.

As in 1955, our Director of Home Economics, Mrs. Helen J. Britt, and her department were of invaluable help in reaching the housewives of America with the iced Nescafé story. A kit was prepared for newspaper and TV food editors which included recipes for desserts and drinks using Nescafé, as well as publicity material suitable for food columns or to be read on the air. TV editors also could demonstrate the preparation of the recipes visually.

Two of Mrs. Britt's tasty recipes were included on tear-off pads attached to shelf markers which were distributed nationally as part of the point-of-sale campaign. The front of the slip told how to make straight iced Nescafé. The reverse included instruction for Mocha Soda which, in addition to Nescafé, requires three teaspoonsfuls of Quik—Nestlé's instant chocolate flavor for milk—and sparkling soda and vanilla ice cream. (While this was an iced Nescafé promotion, it provided a good tie-in with another Nestlé product; this also appealed to ice cream manufacturers and soda water bottlers.)

Mrs. Britt also made appearances on a number of TV shows demonstrating her recipes. Throughout the country a store demonstration program was carried on, with results that were often as spectacular as the displays.

Through cooperation with local ice companies in some of the warmest sections of the country, unique demon-

(Continued on page 40)



Through the cooperation of local ice companies, which froze jars of Nescafé in 100 lb. blocks of ice, displays such as this were arranged in stores throughout the hottest section of the U. S. last summer. This display was in Dallas, Texas.

MICHAEL HASSEL & CO.

75 WEST STREET

New York 6, N. Y.

BRAZIL COFFEES

IMPORTERS • SHIPPERS' AGENTS

Also

AGENTS AND IMPORTERS OF SELECTED MILD COFFEES

COFFEE DEPARTMENT

Members:

Green Coffee Association
of New York City, Inc.
National Coffee Association

101 FRONT STREET

New York 5, N. Y.

Tel.: Digby 4-5393

Cable: MIHASSEL

THE WORLD'S BEST MILD COFFEES



★ Iced Coffee — 1957: A Coffee & Tea Industries "Fact Reference" Section

Iced Coffee Case History

how a 10,000-meal-a-day institution sells iced coffee successfully

Iced coffee is so normal a part of restaurant service at the Columbia-Presbyterian Medical Center in New York City that John H. Rudd, Jr., administrative assistant for food service, seems almost surprised to have a reporter ask him about it. But as a former hotel man of many years' experience, he realizes that his sales of iced coffee are high because iced coffee is well-known in the New York area and is becoming an accepted part of summer living.

The huge complex of hospitals in the Columbia-Presbyterian Medical Center, which towers over the Hudson River in northern Manhattan, contains four cafeterias, a dining room, and a lunch counter, served by a single huge kitchen which also provides food for patients. Between 10,000 and 13,000 meals are served each day in the hospital—and iced coffee commands a regular place on the restaurant menus from May through September, selling against hot coffee in a ratio of about one glass of iced coffee to four cups of hot.

Iced coffee the year 'round!

In one hospital dining room, the cafeteria maintained for attending doctors, iced coffee is served all year around. Mr. Rudd and others on his staff, including assistant Dean Calvert and commissary steward James Willox, do not remember when the custom started; they guess it began when a surgeon, coming from the 90° temperature of an operating room, asked for a glass of iced coffee or iced tea. In any case, the two beverages stand side by side on the serving table 12 months a year. During the winter months, iced tea is not a particularly good seller, but two gallons of iced coffee are made every noon to around six gallons of hot coffee.

The formula used at Columbia-Presbyterian is two-to-one. Coffee intended for iced service is prepared an hour or so before serving and allowed to cool to room temperature. It is then poured into glasses containing ice, a trayful of glasses at a time, and the tray is then placed on the serving table. About half the glasses are creamed in advance (10% cream is used) and the other half is left black. Customers help themselves as they go through the line.

Are there problems in serving iced coffee? Mr. Rudd says only one important problem, but this he describes as a tough one. During the peak of the serving period in each of his dining rooms, the beverage station—at-

tended by a single man—has the responsibility of keeping trays of iced coffee and iced tea on the counter, plus the job of serving hot coffee and hot tea as well. This is an almost impossible job for the one worker, so that help must be made available. Usually this comes from the supervisor and also from the ice cream server, who happens to be stationed next to the beverage area. Both of these people, when time allows, put ice in glasses and also pour coffee or tea, but both are normally very busy themselves.

Service hurdle

So far, Mr. Rudd sees no solution to this particular problem. In a hospital cafeteria particularly, the serving line cannot be slowed unduly, for the staff must eat and return to its patients on very close schedules. Nor, under Columbia-Presbyterian's rigid quality requirements, can iced coffee be poured much in advance, because it will become warm and diluted.

Coffee service to patients—and food service, too—is arranged differently than service to staff personnel in the regular rooms and cafeterias. Coffee for ward patients comes to the patients' floor in large containers and iced coffee so far has not been served. Private patients have coffee made on their individual floors, however, and can have iced coffee if they wish; floor personnel make it with hot coffee, pouring it over readily available ice.

No cost problem at 15¢

Serving iced coffee in the hospital presents no cost problem at all. Mr. Rudd and his staff indicate that the food cost of iced coffee at 15¢ is at least as favorable as hot coffee priced at 10¢. Ice is no problem in their kitchen, and glass breakage has been greatly reduced through installing plastic glasses in most of the dining rooms. Previously, glass breakage occurred at a rate of from 30 to 40 dozen a season.

For nearly 17 years, Mr. Rudd was with the Hotel Statler in New York City formerly the Hotel Pennsylvania, serving in a number of capacities culminating as executive assistant manager and catering manager. He points out that there are many differences as well as many similarities between the operation of a commercial restaurant or hotel food department on the one hand, and a feed-

(Continued on page 40)

MEMBER OF



THE GREAT ATLANTIC & PACIFIC TEA CO.

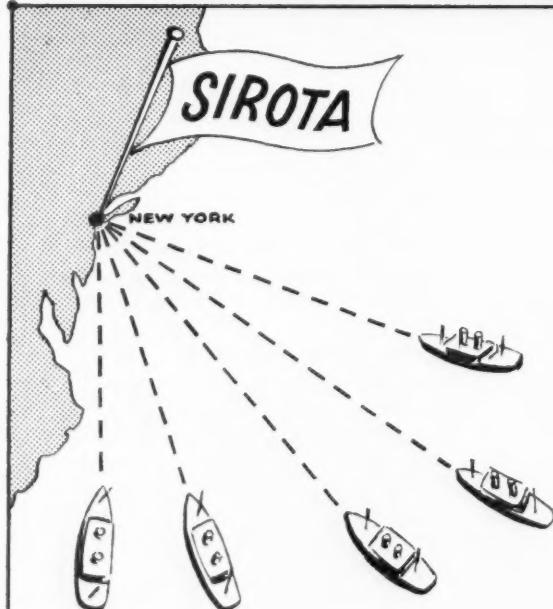
IMPORTERS, ROASTERS, RETAILERS
OF FINE COFFEE

Represented in

BRAZIL AND COLOMBIA

By the

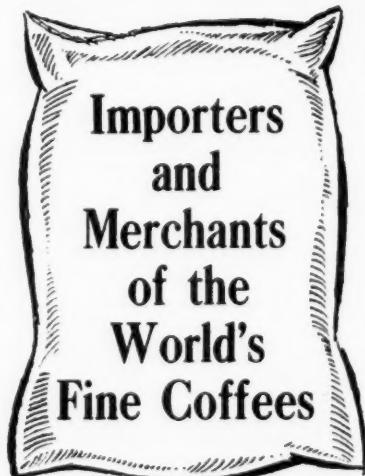
AMERICAN COFFEE CORPORATION



GEORGE SIROTA COMMODITY CORP.

MEMBERS:
GREEN COFFEE ASSN. OF NEW YORK CITY, INC.

Twenty-Six Broadway, New York 4, N. Y., BOWling Green 9-8220, Cable: ATORISCO



SIROTA & CO.

MEMBERS:
N.Y. COFFEE & SUGAR EXCHANGE
AND OTHER LEADING
COMMODITY EXCHANGES

★ Iced Coffee — 1957: A Coffee & Tea Industries "Fact Reference" Section

Iced Coffee Case History

iced coffee makes money for restaurant chain

This summer, The Brass Rail Restaurants of New York City will once again be fighting the summer slump in coffee sales by pushing the sale of iced coffee.

A year ago, COFFEE & TEA INDUSTRIES passed along a report on The Brass Rail's plans to give extra attention to iced coffee during the summer season of 1956. A check-back this winter with the restaurant management shows that the simple but effective program followed by The Brass Rail was as successful as hoped for, and that coffee sales kept up during the summer in a highly satisfactory manner.

The success of The Brass Rail with its iced coffee rests on just two policies.

The first policy is to enforce quality control, which means giving the iced product exactly the same attention and care as their restaurants have always given hot coffee. In the case of iced coffee, appearance in the glass is a particularly important factor, plus proper icing and proper temperature control.

The second policy of The Brass Rail on iced coffee is to serve it with a spoonful of whipped cream. The "extra", in the view of The Brass Rail management, more than justifies the extra cost and labor time, not only because of its taste appeal, but as an effective piece of showmanship.

All summer long, iced coffee stays on the various menus of The Brass Rail, priced at 25¢, and with the notation, "served with whipped cream." This is the only promotion which the restaurant has ever given the item, yet even this measure alone has proved effective, and iced coffee sales have steadily increased.

During the past summer, officials of the Restaurant believe, iced coffee sales came close to equalling the sale of hot coffee and surpassed the sale of other non-alcoholic beverages.

From a cost point of view, The Brass Rail believes iced coffee, including the costs of labor and the whipped cream, is a more expensive article to sell than regular hot coffee. Yet the price of 25¢ a glass is sufficient to meet this extra cost and to make iced coffee at least as profitable for their restaurants to serve.

Does The Brass Rail's success with iced coffee prove anything, or is it simply that people in New York like iced coffee, whereas people from other parts of the country may not? Brass Rail officials do not know, but they point out that two of their locations are literally at the crossroads of the world—one at 7th Avenue in New York's Time Square area, and the other at Idlewild Airport, the world's busiest international air terminal. If there's a smaller sale of iced coffee in these two restaurants than in their other locations, the difference is not great enough to be noticeable at The Brass Rail's executive offices, yet these

two restaurants cater to transients from throughout the United States and many foreign lands.

One of the fastest growing restaurant operations in the United States, The Brass Rail has added locations since COFFEE & TEA INDUSTRIES reported on it a year ago. In addition to restaurants on Park, Fifth, Seventh and Eighth Avenues in New York City, this restaurant organization is now providing employee food service in the new, giant Socony Mobiloil Building on 42nd Street.

On Long Island, The Brass Rail management has a restaurant in Brooklyn; a series of food service operations at Idlewild, including public restaurants, flight kitchens, snack bars and employee cafeterias; and during the summer it also serves food in 15 units at Jones Beach, Captree and Fire Island State Parks.

To the coffee man, there is particular interest in the success of The Brass Rail's Jones Beach operation. Every city area has a seasonal loss of population as people go on summer vacations; this population loss is naturally reflected in smaller volume in downtown restaurants. The 100 Park Avenue location of The Brass Rail, for example, may have only three-quarters the number of customers at lunch-time in July as it will have at lunch-time in January.

When The Brass Rail operates its restaurants at the
(Continued on page 42)

Trade Roast

By DOUGLAS WOOD



"You take the last drops, Harold. I'll wait for iced coffee."

★ Iced Coffee — 1957: A Coffee & Tea Industries "Fact Reference" Section

Instants for Restaurants

instants can lick the summer slump

By LINWOOD F. BROWN, Marketing Manager
Institutional Products Division
General Foods Corp.

That old bugaboo—the \$100,000,000 summer coffee slump—can be on its way out, thanks to instant coffee.

In fact, that summer depression can be levelled and turned into a peak. That's how great the merchandising opportunities are for refreshing, iced, coffee drinks.

Survey after survey has been made over the years—all trying to find out why iced coffee didn't sell. As long ago as 1934, one of the surveys on iced coffee had this to report:

"From time to time attempts have been made by coffee interests to increase the sales of iced coffee, usually under the assumption that the reason for the lack of popularity of iced coffee has been solely that it has not been adequately popularized among the roasters and the consuming public and not that it in any way lacked consumer appeal. There now seems, however, to be some tendency in the trade to recognize that the problem of producing an iced coffee of maximum consumer appeal has not been successfully solved."

Of course, this survey was made before the days of instant coffee. The problem of "producing an iced coffee of maximum consumer appeal" has been solved.

Whether it's in the home or in a restaurant, the industry has made it *easy* for Mrs. Housewife or any of the kitchen help to brew a good, solid batch of iced coffee. The old arguments so often advanced against iced coffee have disappeared.

From trouble in special preparation of coffee for iced purposes it's now easier than brewing any other beverage. Instant coffee can be made with cold water. (Remember, in the initial manufacturing process, soluble coffee has already been brewed under the most ideal conditions.) It doesn't have to go through the laborious urn brewing. And, of course, you still need hot water to brew tea of any kind.

From former inconsistency in quality, instant coffee now offers consistency in quality. No longer does the restaurant operator have to be concerned with the holding quality of coffee; no longer is he troubled with the old method of drawing coffee from the urn, setting it



aside to cool, and transferring it for later use in an iced coffee dispenser.

To take advantage of the many opportunities instant iced coffee offers, the restaurateur does not have to buy new equipment. Whether he uses an urn or glassmaker for his coffee, he can use his present equipment.

And what are the restaurant operators additional extras? With instant coffee his yield is 10% greater per pound equivalent. His labor costs are cut up to 75%. No need to train special workers to make instant coffee.

What is the potential iced coffee market, now that instant has solved the problem of "producing an iced coffee of maximum consumer appeal"? It's an unlimited potential, as far as I am concerned. Why put a ceiling on it?

Let's face it. There will always be a certain number of people who prefer tea, sodas, or milk no matter what the industry does. And that's healthy for our economy. But that doesn't mean that the coffee industry's share of the summer drink market should not improve.

Another survey, completed within the past year, revealed that on the average, 16-year olds start drinking coffee regularly. Potential? What about this market which, if started off on iced coffee, can be kept as loyal consumers for a very long period of time.

Last spring, Instant Maxwell House began its promotion campaign for iced coffee. It saturated the country with advertising in practically all media. The well-known "millions of tiny flavor buds" became the "amazing summer drink discovery." The ease with which iced coffee could be made appeared on TV in brief spots all day long.

Now let's consider the opportunities coffee offers over tea. In last year's Pan-American Coffee Bureau's "Cool Off With Coffee" campaign, six recipes were shown in one advertisement. They included a coffee float with ice cream, iced coffee mocha with a teaspoon of chocolate syrup, iced coffee Viennese with whipped cream. Can you imagine a "tea float" with ice cream—or "iced tea mocha" with chocolate syrup—or even iced tea Viennese?

The rich variety of delicious beverage recipes coffee offers is an advantage and an opportunity no other competing beverage can approach. And this applies in the public feeding establishment as well as the home.

Let's look at what another survey reported.

"The facts on iced coffee in restaurants revealed by
(Continued on page 42)

just one more glass!

(Continued from page 19)

mechanical problems related to serving *good* iced coffee once they're convinced that there is a demand for it.

One eastern restaurant chain, which grosses nearly \$4,500,000 annually from its coffee catering business alone, scoffs at talk about a summer slump in coffee sales. This chain's officials don't capitulate to hot weather. They *capitalize* on it. Their coffee carts cover just as many miles in summer as they do in cooler months, selling pre-chilled coffee poured over ice cubes to tens of thousands of office workers.

I am convinced that last summer's iced coffee promotion has begun to pay off. I am also convinced that the reason the *pay off* has only begun is that a real, industrywide *promotion* has only begun.

Promotion is the lever with which we can lift the summer sales slump. The preponderance of evidence shows that iced coffee sales volume is directly related to iced coffee promotion.

For the skeptics who have persistently said "Show me!" to iced coffee promoters, the evidence is presented in this issue. Roasters who judge the evidence convincing, or at least warranting a campaign of their own this summer, will follow the lead of those who staged successful promotions last summer. They will plan their campaigns now.

Our 1956 convention theme was, "Just one more cup per person per day equals 8,000,000 more green bags per year." That, we agree, is a large and challenging ambition. But

it is also an achievable one. And the increasing trend of supplementing "Just One More Cup" of hot coffee with "Just One More Glass" of iced coffee during the warm weather months is part of the overall strategy for realizing our goal of 8,000,000 more green bags.

It's encouraging to know that the coffee business now has a large and growing "12-Months-A-Year Sales Club." And the nice part about it is that the club is non-exclusive. Anyone can join it. It requires no initiation, but plenty of initiative, no dues, but plenty of "do." And the profit-sharing is on a year-round schedule.

1957 food publicity for iced coffee

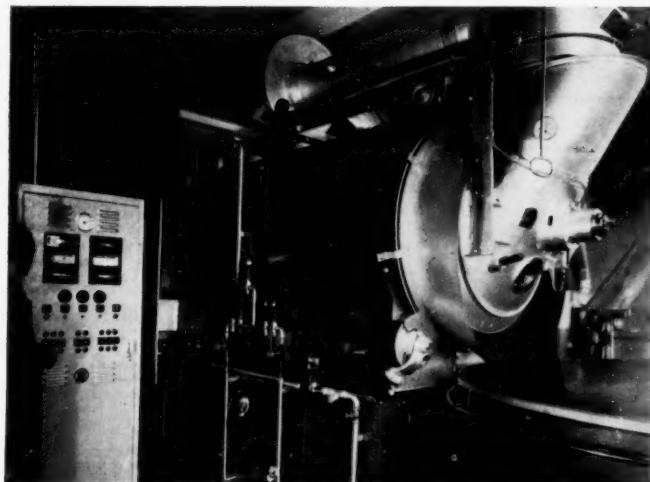
(Continued from page 23)

of coffee coolers. Some of them will be new and some will be those which have proved most successful in the past.

We will utilize every part of our food publicity program in this summer's iced coffee promotion.

These are some of the tools we will employ: excellent food photographs, both full-color and black-and-white; recipes developed by an outstanding home economist; articles in the Coffee Newsletter, our monthly publication which is sent to every daily newspaper, radio station and television station in the United States; newspaper feature stories, radio scripts and television presentations. In addition, we will work with women's-interest magazines and with syndicated food columnists.

Our food publicity program will be operating in many ways on many fronts to help iced coffee have its best season yet in 1957.



**The NEW 4-Bag PROBAT
Roaster. Notice the electronic
control panel on the left.**

**Try the advantages of this
modern roaster:**

safer roasting

lower temperatures

**full aroma development
of the coffee**

EMMERICHER MASCHINENFABRIK
Emmerich/Germany

Cable: Maschinenfabrik

Phone: Emmerich 1651

add tie-in power

(Continued from page 29)

Coffee Float, Spiced Iced Coffee, and others.

Those featured are carefully selected from a long list of Iced Coffee drinks. They have checked with home economists as well as housewives and restaurateurs, and are interesting, tasty varieties of iced coffee, reasonably easy and economical to make.

Include, therefore, any company which markets chocolate syrup, cocoa, a chocolate drink mix or any easy-to-use chocolate flavoring that can be added to coffee under the designation, "Coffee Mocha".

For the Coffee Viennese, any dairy brand of fresh whipping cream, evaporated milk, or any of the pressure-can "whipped cream" products, are excellent prospects in this category. Every market has at least one aggressive local dairy company which will see this opportunity to tie-in with high-profit whipping cream.

The spice drink calls for cinnamon stick, clove and all-spice. So spice people have a prime interest in this promotion.

The Coffee Float, which has become increasingly popular throughout the United States and is featured (sometimes under different names) on many restaurant and soda fountain menus, is a natural for dairy tie-ins. It also is a natural for special merchandising support at drug stores and grocery stores—particularly so at grocery stores, where ice cream sales are increasing so rapidly. And the ice cream cabinet is another section of the supermarket in which iced coffee can be promoted.

The drug store fountain, the ice cream store and, of course, restaurants and hotels can all tie-in with this popular ice cream and coffee drink. These outlets receive help and materials from you and the dairy people who have a joint interest in the promotion of the Coffee Float. And fountains and restaurants quickly recognize the opportunity in the higher unit sale.

There are, of course, many other variations of iced coffee drinks. They cannot all be featured in one promotion.

There are such delightful iced coffee drinks as Frosted Coffee Hawaii, calling for chilled pineapple juice and coffee ice cream; Coffee Nectar, which contains coffee ice cream and is flavored with bitters; Coffee Alexander, which contains whipped cream and Creme de Cacao; for children, there's Coffee Junior, (which is mostly milk), and many others. Then, of course, there are the two universal ingredients—sugar and cream. And there is the local ice company, which has a legitimate interest in helping to see that more iced coffee is sold.

The "B" list of related advertisers for iced coffee could be a long and detailed one, because this category applies to those foods which go well with iced coffee—such as cake, cookies, cinnamon toast, doughnuts, English muffins, salads, pizza pies, and sandwiches of all kinds. While the Pan-American Coffee Bureau cannot picture all of these varieties of attractive foods in their advertisements, some will be shown in the illustrations. Each of the six featured coffee recipes in the Bureau's double-spread advertisement will probably have an appetizing food shown with the iced coffee drink. In enlisting local or regional advertisers in this category, all of the bakers are good prospects, the dough-

(Continued on page 48)



**This is the year to
tie-in your promotion
with the industry-wide
Iced Coffee campaign—**

BUNGE COFFEE INC.

NEW YORK—94 FRONT ST.
SAN FRANCISCO—465 CALIFORNIA ST.
LOS ANGELES—1855 INDUSTRIAL ST.

BUNGE CANADIAN TRADING CO., LTD.
1510 Drummond St., Montreal • 321 Bloor St., Toronto
1624 Marine Building, Vancouver

★ Iced Coffee — 1957: A Coffee & Tea Industries "Fact Reference" Section

Instants for the Home Market

iced coffee's big target

By BEN POTTER, Product Merchandising Manager
The Borden Food Products Co.

The "Cool off with Coffee" campaign, which was launched in the February, 1956, issue of COFFEE & TEA INDUSTRIES and developed into a huge hot weather promotion of iced coffee during the summer months, was enthusiastically supported by Borden's Instant Coffee.

About 15,000 of the Pan-American Coffee Bureau's spectacular iced-coffee displays were put up in grocery stores by the Borden sales force and considerable merchandising activity was thus realized.

It is estimated that during 1956 the total dollar volume of instant coffee sold was about \$460,000,000 at retail value—several million dollars higher than in 1955.

It is obvious that in a market of this size, any increase in the use of instant coffee for iced and cooling beverages in the homes during the hot weather months represents a vast potential.

The growing acceptance and popularity of instant coffee fit neatly into the plan to build up coffee as a summer drink. This is especially true when it is realized that home users account for the bulk of the coffee consumed in hot weather. The home market, therefore, is the main target.

We here at Borden's consider instant coffee—particularly our "Rich Roast" Instant Coffee—the best way to make a delicious, luscious drinks with deep satisfying coffee flavor. coffee that is immediately soluble in *cold* water does away with the annoyance of having to wait for a brew to cool. And, too, the iced instant coffee or coffee beverage can be made to suit the precise strength or flavor preferred by the individual.

The Borden Co. promotes "Rich Roast" Instant Coffee as a versatile summertime drink. The home economists in the Borden Test Kitchen have developed an array of tantalizing cool drink recipes for hot weather. They include Coffee Soda, Frosted Coffee Malted, Coffee Peach Cooler, Spiced Iced Coffee and Frosted Coffee Punch. These are all delicious, luscious drinks with deep satisfying coffee flavor. They put the dot over the "I" and cross the "T" on any summer occasion.

"Entertain with Iced Coffee—sultry summer evenings become more bearable" . . . "Refresh with a cooling Coffee drink—it's a great pick-me-up on a hot afternoon" . . . For such promotional themes, Borden's "Rich Roast" is a

natural; it is the perfect way to make iced coffee and iced coffee beverages. It means convenience, simplicity and success!

Directions for the correct way to make a good hearty glass of iced coffee are also prepared: "Place one heaping teaspoonful of 'Rich Roast' in a tall glass. Fill half full with cold water. Stir. Add ice cubes and fill glass with water. Cream or milk may be added if desired."

The big plus that instant coffee has over ground coffee in the making of iced coffee is that there is practically no dilution. Instant coffee makes a strong, tingling, satisfying drink. Being able to use cold water prevents the rapid melting of ice which would mean a weak drink.

Borden's also emphasizes a method that eliminates dilution completely. This is by the use of instant coffee ice cubes. They are made the same strength as your favorite cup of coffee, mixing "Rich Roast" and tap water and freezing in an ice cube tray. These coffee cubes in a frosty glass of iced coffee enhance the deliciously refreshing flavor, with no dilution.

Another suggestion Borden's makes is for the homemaker who especially likes to work ahead. It is the idea of making an iced coffee concentrate that may be stored in the refrigerator. It will stay fresh for weeks and is ready in a jiffy by pouring the concentrate over ice cubes and adding cold water to fill the glass.

Although the summer months of 1956 were cooler than

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One of the iced coffee recipes promoted by Borden's — iced coffee made with instant coffee and instant coffee ice cubes.

**consumers are warming up to
iced coffee**

(Continued from page 31)

stration settings were made by freezing jars of Nescafé in 100 lb. blocks of ice which were then placed in air conditioned supermarkets. Displays were built around the ice, thus providing attention-getting backgrounds for sampling the product in the stores.

Point-of-sale material, in addition to the shelf markers and displays, consisted of plastic pocket protectors and pencil holders for store clerks. Attractively made in three colors, they were reminders to customers to try iced Nescafé.

In boosting sales for our instant coffee this past summer, we had two distinct pluses. One was the quality and adaptability of the product itself. Nescafé is soluble in cold water and provides a delicious glass of iced coffee without dilution, which is unavoidable when hot coffee is poured over ice cubes. Secondly, since 1956 was the second summer in which a major effort was made to sell the product as an iced beverage, the public was already receptive because of the previous year's campaign.

There is no doubt that, as one summer succeeds another, the public will become more and more aware of the enjoyment to be obtained from iced coffee. If all segments of the industry continue to promote the virtues of iced coffee, the day may come when there will be no noticeable slump in sales during the hot weather months.

**how a 10,000 meal-a-day institution
sells iced coffee successfully**

(Continued from page 33)

ing operation in an institution, on the other.

So far as the coffee roaster is concerned, perhaps the biggest difference is the fact that Columbia-Presbyterian, and many other institutions as well, never promote or even feature a particular item on their menu. Mr. Rudd's menus do not even have "Suggestions for Today." Thus there is no means at all, except perhaps cafeteria table placement, to allow a manager or supervisor to push an item. At Columbia-Presbyterian Medical Center, Mr. Rudd admits cheerfully, this absence of promotion is a matter of policy.

The moral, of course, is that continued and growing sales of iced coffee in an institution like a fine hospital must depend on a continued and growing demand by the public. Mr. Rudd and his staff feel that iced coffee sales have been increasing steadily in the past years, which indicates that the popularity of iced coffee has been growing in the New York area, from which the hospital draws its personnel and most of its patients.

But the hospital has done nothing itself to promote iced coffee except—and this is perhaps the most important part of promotion, anyways—it has (a) made iced coffee available and (b) seen to it that the iced coffee was well brewed and properly served.

Our second quarter-century

L. NEUGASS & CO., INC.

135 Front Street, New York 5, N. Y.

COFFEE IMPORTERS

Direct Connections with Producing Countries

Members: NEW YORK COFFEE AND SUGAR EXCHANGE, INC.
GREEN COFFEE ASSOCIATION OF N.Y.C., INC.
NATIONAL COFFEE ASSOCIATION OF U.S.A.

★ Iced Coffee — 1957: A Coffee & Tea Industries "Fact Reference" Section

promoting your instant for iced coffee

By CONNOR F. LAWRENCE, General Manager
Sol Cafe Mfg. Corp.

For many years now, a soaring thermometer has meant—to the coffee industry—a corresponding dip in coffee sales. In actual figures this has meant a slump of \$100,000,000 every summer—a sizeable amount in any industry's language. To offset this sales lag, much was accomplished last year by the industry's all-out drive to make iced coffee *the* summer drink for all day enjoyment. Sparked by the Pan-American Coffee Bureau's striking ads in the Saturday Evening Post and Look, and supported by active industry participation, at least the seeds of education to coffee as an all-year drink were planted in the American consumer's consciousness. Much, however, remains to be done before the \$100,000,000 summer sales dip becomes the rising curve we all want to see.

Wishful thinking won't do the job. Precision planning will. Exact targets must be established. The most vulnerable markets must be attacked first. The public most favorably disposed to our proposals must be wooed and won.

An important clue to the direction our campaigns must take lies in this recent statement by PACB: *75% of the coffee consumed in this country is consumed in homes.*

Coffee consumed in the home is purchased by the housewife—just as the food with which coffee and other beverages is served is bought by the housewife. Her's is the powerful voice in the consumer market, and what she buys or doesn't buy can bolster or weaken every industry her purchasing power touches.

What more logical first step in our efforts to boost summer coffee sales than to convince the housewife that instant coffee is a practical purchase dollarwise, that her family will appreciate iced coffee because coffee tastes good and looks good on the table, that iced coffee will go far in solving her problem of devising menus to please the heat-jaded appetites of her family?

It's true that many American housewives have objections to serving coffee iced. They feel that coffee is a hot drink only, and that cold coffee is, somehow, unnatural. But the American housewife is a woman of taste . . . inventive and curious about new foods to serve her family. For these very reasons, any lingering objections she may have to serving iced coffee may the more easily be overcome.

A campaign of visual education is in order. Through pictures, the coffee industry can show Mrs. Housewife that tall, frosty glasses of iced instant coffee look perfectly at home with cool summer dishes arranged on attractively set tables. Indeed, she can be convinced that coffee served cold is as much a part of the summer scene as cold cuts of ham, turkey, chicken or roast beef—all

foods which she serves hot in winter time. Iced coffee is also the ideal drink with cold salads of those same vegetables she serves hot at other times of the year. By displaying iced coffee with cold foods, its versatility, its adaptability, its eye appeal, its hitherto unsuspected taste possibilities can be revealed to the idea-hungry American homemaker.

Ease of preparation, particularly in the case of instant coffee, which requires only cold water, is another clinching argument in favor of iced coffee. Too often, the preparation of cold drinks means the housewife must overheat her kitchen and herself by boiling water in order to prepare them. This ironic situation is entirely eliminated when iced coffee is the beverage.

Coffee's low price is another lure. A little coffee goes a long way in making a full-bodied, tasteful, aromatic, satisfying, cold summer drink.

Summer calls for increased entertaining, and on a broader physical scale than in the wintertime. In summer the porch, the terrace, the patio, the lawn—all become the dining room. Simplified hot weather menus are the more easily transportable—and the ease and rapidity with which instant iced coffee may be prepared further simplify the hostess's tasks.

The variety of ways in which iced coffee may be prepared offers strong pictorial interest and attraction to the American housewife in her search for new taste and eye treats for her family and friends. Literally a world of ways of serving iced coffee awaits her choice. From

(Continued on page 44)



Tasty coffee coolers made with instant. (Picture by Borden's)

iced coffee makes money for restaurants
(Continued from page 35)

state parks, it is compensating for this loss of downtown city business by building a new trade in a recreation area. In effect, it is tracking down some of its lost winter-time customers, finding and serving them at their vacation spot. And in the process, of course, it is selling more coffee and more iced coffee.

Because the various operations of The Brass Rail are so different, no one way of preparing iced coffee is followed in all of them. In certain lunch counter operations, particularly those open many hours a day, soluble coffee is often used in the preparation of iced coffee; in larger operations, coffee is mostly pre-brewed and allowed to cool.

The rush for iced beverages in these larger Brass Rail restaurants during the summer was handled successfully by installing twin dispensers, one holding coffee and the other tea. During peak periods, the servicing of this one dispenser is the work of one man. Coffee is pre-brewed and stored in the dispenser at room temperature and is then poured into glasses as needed.

One of the reasons for The Brass Rail's interest in iced coffee is that it is more generally accompanied by a food order than are any of the fountain beverages. One of the year-round specialties of The Brass Rail, for example, is its cheesecake; a considerable summer business over the past several years has been developed with cheesecake served with iced coffee instead of with the winter-time favorite, hot coffee.

iced instant coffee for restaurants
(Continued from page 36)

the recent survey conducted by the Business Research Corp. indicated that in this field also there is woefully inadequate merchandising effort by the coffee industry. Iced coffee is generally, but not always, listed on menus in the summer time. Except in the Northeast and Pacific Coast, no special effort in addition to menu listing is made to sell iced coffee. *In all areas, however, restaurant operators believe they could increase sales of iced coffee if they made any effort. In all too many cases restaurant operators report that the subject of iced coffee merchandising effort is not urged on them by their coffee suppliers.*" (Italics mine).

Can't we draw a conclusion from this statement? Isn't the fault that iced coffee has not stood up as a summer-time beverage the fault of the coffee industry as a whole?

Those restaurant operators who have adopted instant coffee as the best way to make iced coffee for convenience and quality control tell us that instant is "The best iced coffee it's possible to make."

David J. Berge, of the Brass Rail, is a convert to instant iced coffee for their many establishments. He thinks instant has been the answer to their iced coffee problems. This is what David J. Berge has to say about it: "Instant iced coffee has solved our problems of iced coffee serving. The flavor is great—it's easy to make—labor saving, too—

(Continued on page 44)

VB THROUGH THE YEARS A DEPENDABLE MARK

Coffee Importers

OFFICES AND REPRESENTATIVES
IN ALL PRINCIPAL PRODUCING AREAS

VOLKART BROS. INC.

120 WALL STREET

HAnover 2-9400

NEW YORK 5, N. Y.

CABLE: "VOLKART"

★ Iced Coffee — 1957: A Coffee & Tea Industries "Fact Reference" Section

iced coffee for summer outings

By VERNON K. CHURCH, Vice President
Aladdin Industries, Inc.

Vacuum bottles plus iced coffee add up to extra summer sales dollars. Vacuum bottles take iced coffee places it has never been—and this particularly appeals to Mrs. Homemaker, as she is eager for new ideas and better ways to whet lagging summer appetites.

To perk up summer coffee sales, tie-in a vacuum bottle point-of-sale display with your iced coffee promotion. Side by side, they show the consumer that iced coffee is no longer just a beverage for serving at home, but goes to the office, to the ball park, on picnics or other summer outings. Today iced coffee travels to the office in a handsome, practical vacuum bottle making summer "coffee breaks" just as popular as the steaming hot cup of coffee in winter months. The vacuum bottle, long used as a hot coffee carrier, is just as good a friend to iced coffee.

In-store demonstrations make sales. There's nothing like a real sample to sell. What could be more attracting to week-end shoppers on a blistering hot summer day than a soothing, refreshing cup of iced coffee kept cool and served attractively from a vacuum bottle? Chains and independent grocers can reap sales benefits from this type of program.

Tying in with a local sporting goods store featuring iced coffee in a vacuum bottle for fishing trips, along with a display of fishing equipment, is another sales booster. Vacuum bottles range in size from a half pint to a quart—to suit the needs of any fisherman whether carried in an outing kit or separately. Aladdin has just introduced a new adjustable "handee handle" which fits any size vacuum bottle and can be attached over a belt for carrying.

For additional sales helps, utilize local, regional or national radio and television broadcasters and newspaper food editors. They are receptive to tips on new and better ways to serve iced coffee.

Aladdin's food research center has this to say about coffee: "Coffee is the most versatile beverage in the world. Iced coffee is not new in origin, but new enough in use to be interesting news."

Here are a few suggestions for using iced coffee in a vacuum bottle.

For picnics pack a jar of instant coffee in an outing kit right along with a quart size vacuum bottle of ice cold water. Then—mix your own and you'll have coffee to suit everyone's tastes. For those who prefer brewed coffee,

simply fill a vacuum bottle with the iced coffee when you pack the picnic basket. It's wise to fill the vacuum bottle with cold water and let it stand a few minutes before using to completely cool down the inside. And remember, vacuum bottles will keep cool liquids cool for hours.

"Coffee on the rocks" is another popular summer version. Make double strength coffee. Store in vacuum bottle and when ready to serve, pour the coffee over crushed ice. Newly-styled vacuum bottles are easy to pour from, with their specially designed non-drip pouring lip. The adjustable handle will also turn any vacuum bottle into an easy-to-use pitcher.

Leftover coffee makes excellent coffee ice cubes for an extra hearty flavor. Or double strength coffee can be frozen in cubes and then diluted with cold water, for a refreshing drink. Coffee ice cubes may be carried in wide mouthed vacuum bottles. They turn "coffee on the rocks" into a deluxe treat.

Iced coffee gives a lift to "cool" summer living. "Operation Iced Coffee," with the added possibilities of use in vacuum bottles, will give that needed lift to sagging summer sales.

New coffee service catalogue issued

A new catalogue of coffee service equipment for hotels and restaurants has been issued by the Sieling Urn Bag Co., Chicago, Ill.

The catalogue includes useful information about coffee urns, together with prices and specifications on all types of public service makers and accessories.



"Coffee on the rocks" is a refreshing summer picnic treat. Vacuum bottles make iced coffee easy to have at any outing — whether prepared from instant coffee or from regular brew.

iced instant coffee for restaurants

(Continued from page 42)

and our customers go away satisfied with our iced coffee. Our iced coffee sales, which were substantial, have increased, as a result of this program, 47% since we started using instant iced coffee."

There are two easy methods of making iced coffee the new way in a restaurant. For the larger quantities to be used in an iced coffee dispenser, all you need do is:

1. Dissolve one envelope (4½ ounce size) of instant coffee in two cups of hot tap water.
2. Add 1½ gallons of cold tap water.
3. Pour over ice in glasses and serve. Makes 6½ quarts or 38 to 40 servings.

For fill-in service during off hours, smaller quantities of iced coffee can be made by:

1. Dissolving one envelope (22.5 gram size) instant coffee in half cup hot tap water.
2. Add in one quart cold tap water.
3. Pour over ice in glasses and serve. Makes 1½ quarts iced coffee or 6 or 7 servings.

I think the thing for the coffee industry to do is to stop worrying about the other summertime drinks and start promoting our own. We have advantages that other beverages do not.

Instant coffee has solved the iced coffee problem because it's as easy to brew as any other beverage. Iced coffee can offer a variety of recipes greater than other beverages. The restaurant operator will try to sell iced coffee if he's given the slightest encouragement.

promoting your instant for iced

(Continued from page 41)

all over the world come iced coffee recipes . . . Iced coffee with spices, with liqueurs, with honey, with cocoa, with cream, with whipped cream, with fruit juices, with whiskey, brandy or rum, with ice cream—the variations are as exotic and as numerous as the countries in which coffee is enjoyed.

Coffee as a flavoring for foods—to serve with iced coffee—offers the housewife many opportunities to vary her mealtime and partytime menus. Cake, cream puffs, bread . . . ice cream, cream fillings, soufflés . . . cookies and candies and frostings . . . there are coffee recipes from all over the world to intrigue the home maker and her family.

Of course the American family doesn't take all its meals at home. The Man of the House lunches out five days a week . . . and often the family will lunch or dine at a restaurant or stop at an ice cream parlor or a roadside refreshment stand or dairy bar for a snack. Here, too, is an excellent chance to call attention to iced coffee. Menu cards, counter cards and streamers can all sell iced coffee and feature its low average price of 15¢ per glass. And why cannot waitresses, when taking orders, be trained to ask: "Do you wish your iced coffee now?"

How best to tell and sell the iced coffee story to the American Housewife—your hottest prospect? Every method is a good method—together they all add up to a

(Continued on page 50)



Fine Colombian Coffees

LEONIDAS LARA & SONS INC.

99 WALL STREET

NEW YORK 5, N. Y.

Telephone: Digby 4-8777

Cable: NYLORENA

Teletype: NY 1-3368

★ Iced Coffee — 1957: A Coffee & Tea Industries "Fact Reference" Section

Iced Coffee Case Histories

how roasters promoted iced coffee

West Coast: Folger's

One roaster who has consistently promoted the use of iced coffee is J. A. Folger & Co., San Francisco.

They began in 1955 when the company, in cooperation with the larger dealers, set up "dump" displays of related items around a barrel-like container holding a bulging quantity of Folger's Instant Coffee jars. A colored striped pole emerging from the barrel was topped by a can of Folger's and carried an illustration in color showing iced coffee in glasses, a jar of instant, and Folger's name.

In connection with the point-of-purchase advertising, a full page ad in color on Folger's iced coffee was run in Sunset Magazine.

In the 1956 season, Pan-American Coffee Bureau selling aids—iced coffee point-of-sale pieces in color with Folger's name on them—were displayed in retail stores. A "shelf talker", with an accompanying Folger's recipe pad, was placed on shelves containing Folger's Instant Coffee.

The job of distributing this material was put into the hands of Folger's salesmen, and was begun in the latter part of June.

In conjunction with the point-of-sale advertising, radio commercials were used. Included was the Harry Babbitt "Second Cup of Coffee" Show on the Pacific Coast network of C.B.S. It was a live, personality-singing show, beginning at 7:45 a.m. It ran from July 30th to September 15th. There were also iced coffee commercials over the Ruth Ashton show, "The Woman's News Desk," in midafternoon.

A "dump" display of Folger's Instant Coffee, tied in with related items to promote sales for iced coffee consumption.



The radio advertising developed a good number of inquiries requesting the iced coffee recipe folder.

Folger's feels they are making satisfactory headway in the promotion of iced coffee as a summer beverage, especially in view of the fact that iced coffee advertising is new, and there is plenty of competition, not only from tea but many other beverages, such as the cola drinks and beer. It will take time to develop new summer beverage habits.

All of Folger's promotion is done on the basis of using Folger's Instant Coffee, not that their ground coffee would not make good iced coffee, but their instant is easier to prepare, and is therefore considered better for promotion, as following the lines of least resistance for the user.

South: Fleetwood

By OVERTON DICKINSON, President
Fleetwood Coffee Co.

Advertising and special promotions by the Fleetwood Coffee Co. in 1956 in respect to instant coffee were commenced approximately on June 1st and ran through August 15th.

We decided to direct our efforts toward Instant Fleetwood Coffee exclusively, with no advertising on regular Fleetwood Coffee. Our reasons for this lay in the ease of making iced coffee with instant, plus the fact that it was a new approach to the iced coffee idea.

The media used was radio—one minute and chain break announcements in 37 radio stations located in the areas where we advertise our brand.

Ten television announcements were run on eight television stations.

Announcements were run on eight television stations.

Mass floor displays and point-of-sale material were placed in as many retail stores as would cooperate with us. For the point-of-sale material, we used the Pan-American Coffee Bureau's material, imprinted with "INSTANT FLEETWOOD COFFEE".

We also used 10 by 40 foot painted bulletins showing a glass of iced coffee in appetizing colors, as well as a replica of our instant coffee jars.

It is extremely difficult to tell whether this advertising and promotion increased our sales or not, for the reason that our sales of instant coffee have been on an upward trend for the past three or four years, and there is no way to compare it with performance of the previous summer months.

I will say that probably the increase in instant coffee sales for the summer of 1956 was at least 50% greater than for the summer of 1955.

About the only way we could gauge the results was from reports from men in the field stating that they had many comments on the goodness and high quality of iced coffee made from instant coffee as compared to regular coffee. This should indicate that the advertising and promotion did have some effect in getting a certain number of customers to buy instant coffee expressly for the purpose of making iced coffee.

breaking iced coffee barriers

(Continued from page 25)

included in the advertisement, frequently making a choice of the method which most suited them.

Finally, the question of choosing a warm-weather beverage is a matter of budgeting and suiting the needs of the entire family. Here, too, is an attitude coffee men might consider in their iced coffee promotion. Some women feel that coffee is expensive, and that double-strength iced coffee compounds this expense; they therefore have reservations about keeping it on hand, as they do soft drinks, and serving it freely.

There are those who do not approve of coffee for children. However, this advertisement brought indications that the taboo on coffee for children is rapidly breaking

Women on preparing iced coffee

"Of course, good coffee is the direct result of coffee made correctly. Recipes in ads a good idea."

"Was interested to see how iced coffee was made. I have never tasted it and wondered if it was good."

"Told how much coffee to use for iced coffee so it will not taste flat."

"Can make your own coffee cubes. A very good idea. It won't dilute your drink."

"I read the recipes and they sounded so good. I was glad to get the exact recipe for good iced coffee. I have bad discussions on how to make iced coffee the right way."

"Directions for making coffee were most explicit. I require explicit directions."

Women on iced coffee taste

"Probably if I just got busy and tried it, it would taste as good as it looks."

"I have often thought of fixing iced coffee, but never did. You can fix it easily and quickly. It would probably be good. There is a cool drink for all the family to enjoy."

"I had never thought we would like iced coffee, so I just didn't try it. The night after seeing this ad, I decided I would try the coffee float. We love it. I have also tried a couple of the other iced coffee drinks. I am glad I tried it."

down. Most readers accepted "coffee milk" for children as an excellent suggestion for making the young ones feel grownup, like one of the family, and for getting them to take milk.

Thus, iced coffee emerged as a many-splendored drink, with some problems. First, some women see it as trying to break through their fixed, comfortable notions about the steaming cup of hot coffee. Although housewives may be characterized as "conservative" or "liberal" in their approach to the homemaker role, this is not a clearly black or white matter. For some of the renegade romps in all of them and they are all receptive in varying degree to new ideas. Thus, they welcomed the discovery that their favorite beverage

QUALITY COFFEES

BRAZILS

SANTOS PARANAGUA RIO DE JANEIRO ANGRA

CENTRAL AMERICANS

GUATEMALA SALVADOR NICARAGUA COSTA RICA

COLOMBIANS

MEDELLIN ARMENIA MANIZALES GIRARDOT LIBANO TOLIMA

ECUADOR

UNWASHED WASHED

W. R. GRACE & CO.

need not always be the "same old hot coffee", they indicated.

The question of developing a taste for iced coffee also has both a positive and negative aspect. It is accompanied by a reluctance to experiment—particularly on other people, but it also gives the product a "gourmet" quality. Presenting iced coffee with many variations gave it a broader base for satisfying all palates. And taking the problem and ignorance out of the preparation procedure encouraged women to "learn to love it."

Consideration for the child, as shown in this advertisement, placed the often-tabooed coffee for children in a new light and gave readers another perspective on the product. It became an easily-prepared warm-weather drink for everyone—the guest, the "gourmet", and the child.

summer's challenge gets hotter

(Continued from page 27)

suites to the market, until the temperature has dropped below 85.

The example is a hypothetical one, of course. And it should be kept in mind so that the base temperature would vary over a fairly wide range in different parts of the country. A city in one of the southwestern states, for instance, would have a higher base temperature than one in upper New England. But each market would exhibit a temperature point where the demand for cooling beverages takes a spurt above the usual summer level. And the advertiser would vary his instructions to the newspapers according to the temperature pattern in each market.

This formula, and some similar formulas of less precise nature, have been used with considerable success by soft drink bottlers, by ice cream manufacturers, and—in reverse—by manufacturers of automobile anti-freeze. The essence of it is—hit 'em while they're hot.

Such a formula is of unusual importance to brand name roasters, since it has the effect of putting a local control on advertising placed in a distant city from a central point. This helps the roasters compete with local or private label brands whose advertising is handled locally and can be changed quickly to meet various conditions. We are told that in soluble coffee particularly private label business is on the rise.

Copy appeals and temperature timing do not cover the whole matter, of course. Equally important, and in some respects more important, is the market strategy employed. Virtually every product, including iced coffee, has better markets and poorer markets in respect to per capita sales potential. The advertiser's strategy should therefore be flexible enough to permit varying the advertising pressure according to potential, and according to the demands of the competitive situation.

Closely tied in with the problem of competition is the distribution problem and the need for dealer cooperation. Here, too, advertising must bear a good-sized share of the promotional load, and the size of this share will vary from market to market.

As for dealer cooperation, it has become apparent in recent years, that advertising plays a crucial role. The dealer who is sold on his supplier's promotion is the one who is most likely to offer the best cooperation. Here is where the newspaper, as an integral part of community life in any market, takes on added importance. For the newspaper not only reaches virtually all the

H. L. C. BENDIKS, INC.

NEW YORK

96 Front Street

SAN FRANCISCO

40 California St.

NEW ORLEANS

225 Magazine St.

IMPORTERS - JOBBERS

COFFEE - TEA

N. V. KOFFIE HANDELMY MATAGALPA

P. O. BOX 631

AMSTERDAM, C. HOLLAND

BOWEN SPRAY DRYERS
Always Offer You More!



Your Most Practical Approach to
SOLUBLE COFFEE
production is thru-
BOWEN ENGINEERING, INC.
NORTH BRANCH 5, N.J.
Write for illustrated booklet—
The Bowen Spray Dryer Laboratory

families in the community; it also reaches the grocers, the proprietors of eating places, the managements of clubs and institutions, and all the other purveyors of beverages to the consuming public.

The grocer, of course, reads the newspaper with the same interest in news and features that motivates other readers. But in addition, the newspaper becomes for him a sort of supplementary trade paper. He reads it to check his own ads and his suppliers' ads; he reads it also to check his competitors' advertising. What he sells and how he sells it, is influenced today, to a higher degree than ever before, by what he sees in the advertising columns of his local newspaper.

The impression has been growing that coffee men are plagued by defeatism in relation to iced coffee. Yet, it is quite plain that lack of promotional effort has been a major factor in the slow progress it has been making.

We believe the time has come to promote iced coffee purposefully, wisely—and heavily. It may not produce an overnight miracle, but it will, without question, open the road to an undeveloped market that's begging for exploitation.

add tie-in power

(Continued from page 38)

nut people, the cake mix firms, and the makers of almost any sandwich filling that logically goes with a cold summer lunch or snack—cheese, luncheon meats, peanut butter, jellies and jams, and the like.

It should also be pointed out that tie-ins with a baker,

many of whom make daily calls on the grocery trade, help to keep iced coffee featured in still another section of the supermarket.

The kind of related-item advertising support outlined above is particularly attractive to the grocer, who can profitably build multiple displays of non-perishable products, along with a brand of coffee.

Then there are products, neither ingredient nor related item foods, made by a vast group of advertisers which can take your promotion into department stores and hardware stores, as well as grocery outlets. These advertisers are your "C" list.

Blendor distributors are an example. Several iced coffee recipes call for blenders or mixers. Pan-American Coffee Bureau advertising will feature a drink named "Coffee Tropicale" which specifically calls for the use of a blender.

The glass people have a double stake in the iced coffee promotion. Their interest is not only in that portion of glass containers used for coffee and dairy packaging, but in the serving glasses themselves.

Your can supplier recognizes the possibility and advantage of keeping coffee sales higher through the summer, and are obvious candidates for support of an iced coffee program.

The aluminum people and house-ware distributors can tie-in with aluminum tumblers, which have the advantage of a frosty, cold appearance.

The paper cup people are interested in the larger cups used primarily for iced coffee drinks.

And, of course, coffee-making equipment ties in naturally—whether it is electric or not, whether vacuum, filter or percolator. The manufacturer and the distributor stand to win with better summer coffee sales.

GORDON W. VOELBEL CO., INC.

GORDON W. VOELBEL

Coffee Brokers and Agents

105 FRONT STREET
NEW YORK 5, N. Y.

MEMBER OF
NCA

CABLE ADDRESS:
GORVOEL

**TIE-IN YOUR PROMOTION WITH THE
INDUSTRY-WIDE ICED COFFEE CAMPAIGN**

"C I C A P"

COMERCIO e INDUSTRIA CAFEIRA ALTA PAULISTA S/A

Brazilian Coffee Exporters

Rua Do Comercio 26, 2 Andar, Sala 20 - Santos, Brazil

REPRESENTED BY: JAMES T. KELLNER CO., NEW YORK
 R. M. NASH CO., INC., NEW ORLEANS
 S. F. PELLAS CO., SAN FRANCISCO

Each of these tie-in advertisers has the opportunity to capitalize on this program in any way he chooses. All participants have the opportunity to purchase the printed material offered in a variety of forms by the Pan-American Coffee Bureau. They can buy this material and imprint it with their own brand and sales message. Grocers will take the opportunity of imprinting those related-item products which they choose to feature with iced coffee. And many of the larger regional and national advertisers will produce their own iced coffee materials.

It can be readily visualized, when one realizes the potential of the iced coffee tie-ins, that the grocer will be bombarded with iced coffee materials and suggestions from many directions. They will have a wide choice of materials available—point-of-sale pieces, display suggestions, drop-in mats, recipe services, and almost every conceivable merchandising assist available today. All the advertising detail and other facets of the program will be explained and offered to the grocer through mailings and personal calls by innumerable interested parties.

Eating places, too

Eating places will receive similar pressure—as well as iced coffee service and recipe suggestions from several different sources. A number of the related-item advertisers have a common interest with coffee roasters in promoting the serving of iced coffee in the restaurant field.

So local and regional advertising media—promoted by the coffee roasters—should declare an open season on iced coffee tie-in prospects, and line them up immediately.

While the opportunities are great, the gap narrows very rapidly as time goes by. Many advertisers must have their plans—the allocation of their dollars and the allocation of their salesmen's time—well defined months in advance. Effort has naturally been made long since by the Pan-American Coffee Bureau and several of the publications carrying the Bureau's iced coffee advertising, in lining up the large national related-item prospects.

But the bigger job—lining up the many thousands of local and regional companies who can capitalize on the iced coffee program and work together with the coffee roasters—is still to be done.

There's plenty of room on the iced coffee bandwagon for tie-in advertisers, but somebody has to beat the drums. While media can be depended upon to help do this job, only the coffee roasters themselves can get it started.

iced coffee's big target

(Continued from page 39)

average, the intensive industrywide iced coffee campaign certainly made consumers try instant coffee—*iced!* And many have said that they would not use anything but instant coffee when it comes to making iced coffee at home.

In conclusion, we at Borden's believe the big potential for increasing the consumption of instant coffee during the hot months is in promoting the use of iced coffee and cool coffee beverages in the homes.

Its special attributes are making instant coffee increasingly popular generally—and sound advertising, publicity and merchandising programs will accomplish the summer selling job.

Leite Barreiros S.A.

Comissaria e Exportadora

Coffee Exporter

•

Rua do Comercio 46
Santos, Brazil

•

Represented by

Abella Co.
88 Front St.
New York 5, N. Y.

•

FAIRCHILD & BOLTE

91 FRONT STREET NEW YORK

Green Coffee

AGENTS AND BROKERS
REPRESENTING
BRAZILIAN and MILD SHIPPERS

Members:

NATIONAL COFFEE ASSOCIATION
GREEN COFFEE ASSN. OF N.Y.C.
N.Y. COFFEE AND SUGAR EXCHANGE



Iced coffee potential untapped in Canada

By ROY BAIN, Vice President
Mother Parker's Tea Co.

Mother Parker's Tea Co., which has head offices in Toronto, roasts and packs Mother Parker's Coffee, a well known Canadian brand.

Iced coffee in Canada, up to the present, has been practically nil.

The first advertising on iced coffee last year showed a very small usage, but of course we were mistreated by the unusually cool summer, which was hardly a fair criterion. Though this was a disadvantage to iced coffee, it conversely was a decided advantage to the hot beverage sales, which were considerably higher than in former years.

Coffee consumption, while growing rapidly in Canada, is still very much below per capita consumption in the U.S.A. Increased usage is being rapidly accomplished now, with the help of the Pan-American Coffee Bureau advertising.

It would appear to the writer that with our very short period of hot weather, the potential for iced coffee will be extremely limited, unless and until aggressive advertising is maintained.

promoting your instant for iced

(Continued from page 44)

powerful sales pressure that's bound to make its impression on an open-to-buy market: magazine and newspaper advertising, radio and TV commercials, recipe books and—vitally important—point-of-sale displays in depth to tell the story in detail right on the spot where Mrs. Housewife spends her money. These include window displays, door streamers, display stands, shelf strips and demonstrations. And why don't you give your outlets shopping bags clearly and prominently imprinted with your instant iced coffee message?

Summertime brings problems for the housewife, just as it brings problems to you. The more you do to lighten her problems, the better position you will find yourself in during the dog days of your business.

The time to start is now and you can't relax a minute. But you've got one big factor in your favor—the American housewife (and her name is legion) is willing to listen to anyone who'll make life easier for herself and her family.

That's why she's your hottest prospect for iced coffee sales.

Ivory Coast to resume coffee storing

The Ivory Coast Coffee Stabilization Fund will resume its storing operations on the lines of last year's storing contracts, it has been reported.

However, some modifications in the contracts will be made.

THE NESTLÉ COMPANY, INC.

WHITE PLAINS, NEW YORK

NESCAFÉ • NESTLÉ'S INSTANT COFFEE • RICORY • NESTLÉ'S DECAF • NESTEA

NESCAFÉ IS ALSO AVAILABLE IN
SPECIAL VENDING AND UNIT PACKS

ETHIOPIAN COFFEES

DJIMMA —

HARRAR

SJM

← Symbols of Quality →

ALKIS

S. J. MAGDALINOS

ADDIS-ABEBA, ETHIOPIA

Exclusively represented in the United States & Canada by DOBBLEER COMPANY
17 Battery Place, New York

U. S. housewives bought more coffee last year, Coffee Bureau reports

American housewives bought one per cent more coffee in 1956 than in 1955, the Pan-American Coffee Bureau reported today.

Families purchased the equivalent of 1.6 billion pounds of roasted coffee, represented in both regular and instant, according to a continuing survey conducted for the Coffee Bureau by the Market Research Corp. of America.

While they bought slightly fewer cans and bags of regular coffee than in 1955, they increased their purchases of instant. It represented 16.9% of all coffee purchased, as compared with 14.5% in 1955.

Expenditures by consumers for some consumption of coffee during 1956 totalled \$1.6 billion, of which 22.3% was spent for instant.

During the fourth quarter of 1956, sales of coffee to households declined almost one per cent in comparison with the same period of 1955. The equivalent of 417,000,000 pounds of roasted coffee was purchased during the period as compared with 421,000,000 pounds during the same quarter in 1955.

Instant coffee amounted to 18.2% of all purchases during the fourth quarter, PACB Bureau reported.

India allots 7,925 tons of coffee for export

The Coffee Board, Bangalore, India, has made a provisional allocation of 7,925 tons of coffee for export out of 1956-57 crop.

The allocation will comprise of the following varieties: 3700 tons; Arabica cherry, 2955 tons; Robusta, 1270 tons.

Of the plantation variety, 1,000 tons were expected to be released by the end of January, 1957, and another 2,500 tons may be sold in two installments in February. The balance, together with some Arabic cherry, may be available for export in March, and an additional 600 tons of Arabica cherry sometime in October or November.

The first instalment of Robusta out of the 1,270-ton total is expected to be released for export towards the end of March or early in April.

Telles sees Brazil coffee exports

at 1,500,000 monthly level until June

Brazilian Rural Society Director Jose Queiroz Telles forecasts that Brazil's coffee exports this year will continue at the same pace as last year and average almost 1,500,000 bags monthly until June, according to a Comtelburo report.

Mr. Telles also forecasts that before the coffee year ended, 1,300,000 bags of government stocks would be needed.

Report on factors in coffee consumption

Factors in the consumption of coffee are weighed in a study issued recently by the Société Commerciale Inter-oceanique, Le Havre, France.

Called "Les Facteurs Sociologiques et Psychologiques de la Consommation du Café," the study was made by Charles Rufenacht for l'Institut Havrais de Sociologie Economique et de Psychologie des Peuples.



Leon Israel & Bros., Inc. Coffee Importers

NEW YORK
101 FRONT ST.

SAN FRANCISCO
160 CALIFORNIA ST.

NEW ORLEANS
300 MAGAZINE ST.

AGENTS FOR
LEON ISRAEL AGRICOLA E EXPORTADORA S/A
(BRAZIL)

Coffee Planters & Exporters
SANTOS • RIO DE JANEIRO
PARANAGUA • ANGRA DOS REIS

General Agents for Europe
ISRAEL (LONDON) LTD.
110 Cannon St., London E.C. 4, England



get's
Coffee-er
Coffee!

S. A. SCHONBRUNN & CO., INC.
77 Water Street, New York, N. Y.

Leon Israel, Jr. reelected president of Coffee Exchange; 1956 was near record year

Leon Israel, Jr. was reelected president of the New York Coffee and Sugar Exchange, Inc., at the annual election of officers and managers.

Mr. Israel, a member since 1929, is president of Leon Israel & Bros., Inc., and a partner of Leon Israel & Bros. He is a member of the boards of directors of the New York Coffee and Sugar Clearing Association, Inc., of New York; Leon Israel Agricola y Exportadora S/A; Wabash Realty & Securities Co., Inc.; and Old Dutch Coffee Co., Inc.

Charles S. Lowry was reelected vice president of the Exchange. Mr. Lowry is president of Lowry & Company, sugar factors, and a partner of Frank C. Lowry & Co.

G. W. Knauth, a vice president of the National Sugar Refining Co., was reelected treasurer.

Elected to the board for terms of two years were: Charles Leister, vice president of the Nestle Co.; Charles J. Meono, independent broker; Emmet Whitlock, partner of Farr and Co.

They replace the following members of the board whose terms expired: Harold F. Bloomer, Benjamin W. Dyer, Jr., and Arthur L. Ransohoff.

Remaining on the board, with terms expiring in 1958, are Reed Clark, Malcolm J. Forbes, and Charles F. Slover.

On the nominating committee for the next year are David E. Fromm, chairman, G. V. Christman, Ody H. Lamborn, Frederick H. Silence and W. D. Stuart.

Trading on the Exchange during 1956 was marked by a slight decrease in coffee trading from the record 1955 year, and greatly increased activity in sugar during the latter part of the year, Mr. Israel said in the 75th annual report to members.

He reported that coffee volume during 1956 totaled 59,975 contracts for 14,993,750 bags, compared with the

1955 total of 67,304 contracts for 16,826,000 bags, which was the highest in 42 years of trading.

"The feature of the 1956 trading was the unprecedented spread in premiums as between mild and Brazil coffee," he said. "The eagerness on the part of the world for washed mild coffees during the year of sub-normal supplies in the producing countries was reflected in the 'M' Contract. The bumper Brazilian crop tended to maintain a more stable price movement in the 'B' Contract.

"Thus it was demonstrated again that prices on the Exchange are determined by the law of supply and demand under our free enterprise system."

Waldorf-Astoria dinner to mark 75th anniversary of Exchange

A "diamond jubilee reception and dinner" on March 4th at the Waldorf-Astoria will inaugurate a year-long celebration of the 75th anniversary of the New York Coffee & Sugar Exchange.

This summer the Exchange plans to move into new headquarters now under construction on Pine Street between Pearl and Water Streets.

A special booklet on the history and functions of the Exchange will be given wide circulation as part of the anniversary celebration.

Articles and other publicity will focus attention on the services of the Exchange during the year.

Arthur L. Ransohoff is chairman of the public relations committee of the Exchange. Frederick H. Silence heads up the anniversary committee.

Fort Lee soldiers evaluate instant coffee

The Quartermaster Food and Container Institute for the Armed Forces has announced that a soldier-consumer evaluation of instant coffee will be conducted this winter at the Quartermaster Corps' Field Evaluation Agency, Fort Lee, Virginia, to insure that instant coffee procured for use by the Armed Forces is of a consistently high quality.

The servicemen evaluating the various coffees do so without knowledge of the manufacturer or brand name.

This year 15 instant coffee producers have volunteered to cooperate with the Quartermaster Corps.

**ROASTING
GRINDING
PACKING
VACUUM PACKING**

Coffee Trade Roasters
H. MILLS MOONEY & SON, INC.
20 FULTON STREET, NEW YORK 38, N. Y.
Telephone: WHitehall 4-5138

*The better the FLAVOR and AROMA
- the MORE consumed . . .
No coffee can taste better or
have more aroma than freshly,
correctly ground coffee!*

American Duplex Co.
Grocery & Restaurant Coffee Grinders
Exclusively
815-827 WEST MARKET STREET
LOUISVILLE 2, KENTUCKY



Victor Hugo, Jr.



Frederick M. Bade

**Victor Hugo, Jr., Fred Bade named
vice presidents of Eppens, Smith Co.**

Victor Hugo, Jr., and Frederick M. Bade were elected vice presidents of the Eppens, Smith Co. at a recent meeting of the board of directors, it was announced by Frank E. Hodson, president.

Mr. Hugo was named vice president in charge of marketing. His responsibility will now encompass the sales, advertising and the promotion departments of the Eppens, Smith Co.

Mr. Bade had been a director of the company since December, 1949.

Mr. Hugo joined Eppens, Smith in 1936, after receiving degrees from Lafayette and Manhattan colleges. He advanced through all departments in the coffee division, and was elected to the board of directors in 1949.

Mr. Hugo distinguished himself during World War II as a Commander in the United States Coast Guard, operating for the Army Transportation Corp. in the New Guinea and South Pacific theaters.

Mr. Bade joined Eppens, Smith at an early age—on March 4th, 1920—as an office boy, and advanced through the many departments of the company to the position of manager of the coffee purchasing division.

During World War II, Mr. Bade served with the United States Army Quartermaster Corp overseas as supervisor of Army mobile coffee roasting units. He is internationally known throughout the coffee and tea industries.

The Eppens, Smith Co. is said to be the oldest independent coffee and tea operation in the United States.

**Report FTC probe of coffee prices;
no widespread investigation seen**

The United States Federal Trade Commission was reported last month to be making another investigation of the coffee market in this country.

Presumably the inquiry was aimed at determining the reasons for a 20¢ to 25¢ a pound rise in retail coffee prices in 1956.

FTC officials, in line with customary policy, refused to comment on the report, since it is their policy to treat all investigations confidentially.

But FTC Chairman John W. Gwynne was quoted by a supermarket trade paper reporter as stating that he knew of no "concerted or widespread probe" by his agency into coffee prices.

FEBRUARY, 1957

WHITE CROSS
LEADERSHIP IN COFFEE MAKING!

THE SPEEDMASTER
Gas or Electric

Exclusive filter process assures no waste, no sediment, full rich flavor. More coffee per hour than any unit of similar size.

Write for information
ALL MODELS AVAILABLE
Gas or Electric (also plug-ins)

FOR HOTELS — RESTAURANTS — CLUBS

WHITE CROSS
NATIONAL STAMPING & ELECTRIC WORKS
2215 CLARK AVENUE **ST. LOUIS 3, MO.**

PRADAT & DOUGLAS

**PUBLIC WEIGHERS
AND GAUGERS**

**227 No. Peters Street
New Orleans**

**R. E. SCHANZER
INCORPORATED**

CHICORY

610 South Peters Street, New Orleans

Marketing

advertising . . . merchandising . . . promotion

1,500 "Coffeetime" parties mark nationwide campaign by March of Dimes polio fund

A nationwide series of "Coffeetime" parties were presented by the National Foundation for Infantile Paralysis during its annual March of Dimes campaign for funds.

Material for the parties, made up of more than 1,500 do-it-yourself "Coffeetime" kits, was provided to the Foundation by the Coffee Brewing Institute.

The program was offered at state level to volunteer county fund workers, who in turn presented them in their respective localities.

An estimated audience of over 50,000 witnessed the presentations, which featured home brewing demonstrations.

The standard coffee measure and the booklet, "How You Can Make Good Coffee Every Time," were distributed.

In addition to the "Coffeetime" kit, CBI also provided 10,000 copies of the folder, "Coffee for a Crowd," to the Foundation, for distribution to its key workers throughout the country to be used in connection with the coffee parties.

"The Magic Cup" has TV premiere; local school, club showings mount

"The Magic Cup," the National Coffee Association's new motion picture for consumer audiences, has had its premiere on television.

It was presented on WJMR-TV in New Orleans, coinciding with the meeting there of the NCA board of directors aboard the Delta Line's Del Norte.

The film is being circulated by two distribution firms, one handling TV outlets, the other bookings at schools and clubs.

In addition, sound and color prints are being sold to NCA members at the cost price of \$178.75, including shipping case, for promotion among their own consumer groups.

"The Magic Cup" is also available on loan to members at no charge, except for mailing costs.

Showings of the film at local organizations across the country are mounting.

These showings offer opportunities for supplementary promotion by regional coffee associations or local roasters. Lists of scheduled bookings are available from NCA.

All-purpose grind announced

for Holland House Coffee

The Eppens, Smith Co. is introducing a new all-purpose grind in their Holland House Coffee, suitable for all types of coffee makers.

Packaged in the familiar one pound Holland House can, the all-purpose grind is priced the same as standard Holland House grinds, and has been introduced to effect a saving in shelf space, the company said.

Distribution is now underway throughout the New York Metropolitan area.

A 13-week promotion on WOR's popular morning program, John Gambling's morning show, highlights Holland House's new all-purpose grind coffee.

According to Victor Hugo, Jr., vice president and general sales manager of the Eppens, Smith Co., experimentation on the all-purpose grind was started in 1954 in response to grocers' requests for a grind that would conserve shelf space.

"We have," says Mr. Hugo, "what I genuinely believe to be the true all-purpose grind on the market."

David Forbes Orwig named general manager

in St. Louis of Forbes Tea & Coffee Corp.

David Forbes Orwig has been promoted to the position of vice president and general manager of all St. Louis operations of the James H. Forbes Tea & Coffee Corp., a subsidiary of the Woolson Spice Co., Toledo.

He has announced plans for an aggressive sales program in the West and Southwest.

Mr. Orwig succeeds James H. Forbes, who is retiring.

A graduate of the Northwestern College of Commerce, Mr. Orwig has travelled extensively in the coffee-producing countries of South and Central America. He first became identified with the Forbes corporation in 1940.

In World War I he flew on patrol missions in the Mid-Pacific, for which he received three citations.

Mr. Orwig rejoined the Forbes organization in 1945 and has since been in complete charge of the spice and extract divisions of the firm.

Heads Milwaukee sales for Gold Bond Coffee

Eugene H. Peavler has been appointed sales supervisor for the Jewett & Sherman Co., Milwaukee.

Mr. Peavler will direct all sales of the company's Gold Bond Coffee and other Gold Bond food products in the Milwaukee market.

Newsome named by Royal Cup

Lee P. Newsome has been named production manager of Royal Cup, Inc., Birmingham, Ala.

He will supervise production and shipments of the company's tea, coffee and extract products.

W. H. KUNZ & CO.

302 Magazine St.

New Orleans 12, La.

COFFEE - IMPORTER & JOBBERS

DIRECT CONNECTIONS Producing Countries

Cable Address KUNZCO

How to use "The Magic Bean" to build more volume for your coffee brand

More than 1,200,000 copies of "The Magic Bean," the National Coffee Association's cartoon booklet, have already been distributed—but the potential of this public relations tool in selling coffee have yet to be realized, the association emphasized last month.

"The Magic Bean" has been widely acclaimed by teachers and students as an entertaining, colorful and educational presentation of the coffee story.

Six specific ways "The Magic Bean" can be put to work for your company are suggested by NCA:

1. More than 850 teachers have written directly to the NCA for copies of the booklet. These requests are still coming in. Roasters could help fill these requirements by offering local school officials copies of "The Magic Bean" carrying their name brand imprints on the back cover.

2. NCA members who schedule showings of the NCA film, "The Magic Cup," before school or club audiences can augment the impact of the film by providing a copy of "The Magic Bean" as a take-home promotional piece for each viewer.

3. Members whose brands are distributed through food stores can arrange to have copies of the booklet stacked at check-out counters. The name brand imprint space on the back cover might be shared by the roaster and the food store.

4. Members supplying restaurants can arrange to have copies of the booklet stacked at the cashier's desk. A sign reading "What Do You Know About Coffee?" would provoke interest among patrons. The name brand imprint in this case might read "Patronize (Name) Restaurant. (Brand) coffee is served." Waitresses could present copies of the booklet to every child or teenage patron.

5. Members can offer the booklet as a give-away via their newspaper, television or radio advertising. (Several regional roasters are already using it this way.)

6. Members can tie-in with stores which sell coffee-brewing equipment, offering the booklet as a give-away during special sales or promotions.

Copies in quantity are available from the NCA office at the cost price of \$52.00 per 1,000, or \$26.00 for 500, plus shipping charges.

Coffee firm sells food operation

The Fletcher-Wilson Coffee Co., Nashville, Tenn., one of Nashville's oldest food preserving and packing firms, has sold its food operation to Perry Dale, Jr., and his brother, J. Grandstaff Dale.

John Fletcher, president, said the sale included inventory, brands, fixtures and machines for preparing coffee, mayonnaise, mustard and peanut butter.

The building has been leased to the buyers for 10 years.

Pfeiffer visits U. S.

F. Herman Pfeiffer, manager of the Rio de Janeiro coffee department of Anderson, Clayton & Co., was a visitor to the United States recently.

He called on the coffee trade in San Francisco, New Orleans and New York.

CHASE & SANBORN COFFEE

TENDER LEAF TEA

STANDARD BRANDS INCORPORATED

COFFEE

Roasting Grinding Packing } for the trade

We do not buy or sell coffee ...
Our only product is Service.

S & S COFFEE ROASTERS, INC.
56 Pearl St. Brooklyn 1, N. Y.

SELL MORE ICED COFFEE

Display it in Glass

SIELING'S ICED COFFEE "OLLA"

"The most beautiful piece of equipment that you ever laid your eyes on"

SIELING URN BAG COMPANY

927 W. Huron St.
Chicago 22, Ill.

SHIPS.....

the essential factor

in the COFFEE TRADE



Without ships, the American public would know coffee only as a rare and expensive luxury. Ships are an essential factor in the coffee trade.

To the maintenance of that trade, Moore-McCormack Lines devotes a major share of its operations. Its large fleet of modern ships, including the fast passenger-cargo liners of the Good Neighbor Fleet and big C-3 cargo liners which are the last word in efficiency, keeps coffee moving in an unceasing flow from Brazil northward to the United States.

The coffee trade can rest assured that, in the future as in the past, Moore-McCormack Lines will consistently devote its energies to the kind of service—swift, frequent and dependable—which will serve the best interests of the industry and the American consumer.

MOORE-McCORMACK
LINES
5 Broadway New York 4
OFFICES IN PRINCIPAL CITIES OF THE WORLD

Ship sailings

A SUMMARY OF INWARD-BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

Abbreviations for lines

Abl Trans Car—Ahlmann Trans Caribbean Line
 Alcoa—Alcoa Steamship Co.
 Am-Exp—American Export Lines
 Am-Pres—American President Lines
 Arg-State—Argentine State Line
 Am-W Afr—American-West African Line
 B-Afr—Belgian African Line
 Barb-Wn—Barber Wilhelmsen Line
 Barb-Frn—Barber-Fern Line
 Barb-W Afr—Barber-West African Line
 Brodin—Brodin Line
 Cunard—Brocklebanks' Cunard Service
 Delta—Delta Line
 Dodero—Dodero Lines
 Dreyfus—Dreyfus Lines
 Ell-Buck—Ellerman & Bucknell S.S. Co.
 Farrell—Farrell Lines
 Grace—Grace Line
 Granco—Transportadora Gran Colombiana, Ltda.
 Gulf—Gulf & South America Steamship Co., Inc.
 Hol-Int—Holland-Interamerica Line

IFC—I.F.C. Lines

Independence—Independence Line
 Isthmian—Isthmian Lines, Inc.
 JavPac—Java-Pacific Line
 Lamp-Ho—Lampert & Holt Line, Ltd.
 Lloyd—Lloyd Brasileiro
 Lykes—Lykes Lines
 Maersk—Maersk Line
 Mam—Mameric Line
 Mormac—Moore-McCormack Lines, Inc.
 Nedlloyd—Nedlloyd Line
 Nopal—Northern Pan-American Line
 Norton—Norton Line
 PAB—Pacific Argentine Brazil Line
 PacFar—Pacific Far East Line, Inc.
 PacTrans—Pacific Transport Lines, Inc.
 Pioneer—American Pioneer Line
 Prince—Prince Line, Ltd.
 PTL—Pacific Transport Lines, Inc.
 R Neth—Royal Netherland Steamship Co.
 Robin—Robin Line
 Royal Inter—Royal Intercean Lines
 SCross—Southern Cross Line
 Sprague—Sprague Steamship Line
 Stockard—Stockard Line
 Swed-Am—Swedish American Line
 Torm—Torm Lines
 Ufruit—United Fruit Co.
 Wes-Lar—Westfal Larsen Co. Line
 Yamashita—Yamashita Line

Abbreviations for ports

At—Atlantic ports
 Ba—Baltimore
 Bo—Boston
 CC—Corpus Christi
 Ch—Chicago
 Chin—Charleston
 Cl—Cleveland
 De—Detroit
 Ga—Galveston
 Gj—Gulf ports
 Ha—Halifax
 Ho—Houston
 HR—Hampton Roads
 Jx—Jacksonville
 LA—Los Angeles
 MI—Montreal
 Mo—Mobile
 NO—New Orleans
 NY—New York
 Nj—Norfolk
 NN—Newport News
 Pa—Philadelphia
 Po—Portland
 PS—Puget Sound
 Sa—Savannah
 SF—San Francisco
 Se—Seattle
 St Jo—Saint John
 Ta—Tacoma
 Va—Vancouver
 Wi—Wilmington

COFFEE BERTHS

SAILS	SHIP	LINE	DUE
ABIDJAN			
2/19	Del Valle	Delta	NO3/7
3/10	Del Sol	Delta	NO3/27
4/1	Del Oro	Delta	NO4/18
4/19	Del Campo	Delta	NO5/7
ACAJUTLA			
2/10	Costa Rica	Mam	NO3/5
2/13	El Salvador	Mam	NY3/7
2/16	Copan	Ufruit	Cr ² 2/25 NY3/5
3/8	Lempa	Ufruit	Cr ² 3/16 NO3/23 NO3/25
AMAPALA			
2/14	Leon	Ufruit	Cr ² 2/17 NO2/24 NO2/26
2/17	Costa Rica	Mam	NO3/5
2/19	El Salvador	Mam	NY3/7
2/22	Copan	Ufruit	Cr ² 2/25 NO3/5
3/13	Lempa	Ufruit	Cr ² 3/16 NO3/23 NO3/25
BARRANQUILLA			
2/12	Santa Teresa	Grace	NY2/20 Pa2/23
2/22	La Mancha	Granco	Ba2/28 Pa3/1 NY3/2
2/23	Christiane	Ufruit	NY3/1
3/8	Lovland	Ufruit	NY3/14
BARIOS			
2/12	La Playa	Ufruit	Ho2/16 NO2/18
2/12	Orotava	Ufruit	Ho2/22 NO2/24
2/14	Catherine Sartori	Ufruit	NY2/20
2/25	Cubahama	Ufruit	NO3/2
2/26	Else Nielsen	Ufruit	Ho3/3 NO3/5
3/3	Choluteca	Ufruit	NY3/10

SAILS	SHIP	LINE	DUE
3/5	La Playa	Ufruit	Ho3/9 NO3/11
3/8	Kirsten Torm	Ufruit	NY3/14
BOMA			
2/16	Lindi	B-Afr	NY3/4
BUENAVENTURA			
2/12	Cd. de Ibague	Granco	Pa2/20 Ba2/21 NY2/22
2/12	Cd. de Bogota	Granco	Ho2/20 Ga2/22 NO2/24
2/12	Santa Adela	Grace	LA2/21 SF2/24 PS3/12
2/13	Santa Rita	Grace	NY2/20 Ba2/25 Pa3/1
2/18	Santa Isabel	Grace	NY2/25
2/19	High Pt. Victory	Grace	Ho3/1 NO3/4
2/22	Rep. del Ecuador	Granco	Ho3/2 Ga3/5 No3/7
2/25	Farmer	Gulf	Ho3/8 NO3/10
CARTAGENA			
2/16	Santa Rosa	Grace	NY2/20
2/20	La Mancha	Granco	Ba2/28 Pa3/1 NY3/2
CORINTO			
2/19	Costa Rica	Mam	NO3/5
2/21	El Salvador	Mam	NY3/7
CORTES			
2/11	Catherine Sartori	Ufruit	NY2/20
2/14	Cubahama	Ufruit	NO2/18
2/21	Vera Cruz	Ufruit	NO2/25
2/23	Else Nielsen	Ufruit	NO3/5
2/26	Cubahama	Ufruit	NO3/2
3/1	Choluteca	Ufruit	NY3/10
3/2	La Playa	Ufruit	Ho3/9 NO3/11
3/5	Kirsten Torm	Ufruit	NY3/14

SAILS	SHIP	LINE	DUE
CRISTOBAL			
2/18	Leon	UFruit	Ho2/24 N02/26
2/26	Copan	UFruit	NY3/5

DAR es SALAAM

2/20	Afr Platet	Farrell	NY3/18
2/20	Louise	Lykes	Gulf 4/2
3/1	Kirk	Robin	NY4/4
3/6	Samarinda	Nedlloyd	NY4/7 LA4/23 SF4/26 Po4/30 Se5/3 Va5/5
3/25	Lombok	Nedlloyd	NY4/27 LA5/13 SF5/16 Po5/20 Se5/23 Va5/25
3/27	Afr Rainbow	Farrell	NY4/22

EL SALVADOR

2/13	Chili	French	LA2/23 SF2/27 Va3/1 Se3/9 Po3/11
3/2	Washington	French	LA3/12 SF3/15 Va3/20 Se3/24 Po3/27
3/4	Pacinotti	Italian	LA3/10 SF3/12 Va3/16 Se3/21 Po3/25

GUATEMALA

3/4	Pacinotti	Italian	LA3/10 SF3/12 Va3/16 Se3/21 Po3/25
3/6	Washington	French	LA3/12 SF3/15 Va3/20 Se3/24 Po3/27
3/17	Chili	French	LA3/23 SF3/27 Va4/1 Se4/9 Po4/11

GUYAQUIL

2/16	Rep. del Ecuador	Granco	Ho3/2 Ga3/5 N03/7
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LA GUAIRA

2/11	Rio de La Plata	Arg-State	NY2/16
2/25	Rio Jachal	Arg-State	NY3/2
3/11	Rio Tumayan	Arg-State	NY3/16
4/1	Rio de La Plata	Arg-State	NY4/6

LA LIBERTAD

2/11	Leon	UFruit	Cr ² 2/17 Ho2/24 N02/26
2/12	Costa Rica	Mam	NY3/5

SAILS	SHIP	LINE	DUE
2/15	El Salvador	Mam	NY3/7
2/18	Copan	UFruit	Cr ² 2/25 NY3/5
3/10	Lempa	UFruit	Cr ² 3/16 Ho3/24 N03/25

LA UNION

2/13	Leon	UFruit	Cr ² 2/17 Ho2/24 N02/26
2/15	Costa Rica	Mam	NY3/5
2/17	El Salvador	Mam	NY3/7
2/20	Copan	UFruit	Cr ² 2/25 NY3/5
3/12	Lempa	UFruit	Cr ² 3/16 Ho3/23 N03/25

LIMON

2/19	Christiane	UFruit	NY3/1
2/19	Leon	UFruit	Ho2/24 N02/26
2/26	Choluteca	UFruit	NY3/10
3/5	Kirsten Torm	UFruit	NY3/14

LOBITO

2/10	Lindi	B-Afr	NY3/4
2/28	Afr Glade	Farrell	NY3/21
3/13	Afr Glen	Farrell	NY4/3
3/19	Afr Pilot	Farrell	NY4/18

LUANDA

2/10	Del Valle	Delta	N03/11
2/25	Afr Glade	Farrell	NY3/21
3/2	Del Sol	Delta	N03/27
3/10	Afr Glen	Farrell	NY4/3
3/16	Afr Pilot	Farrell	NY4/18
3/23	Del Oro	Delta	N04/18
4/11	Del Campo	Delta	N05/7

MARACAIBO

2/10	Santa Clara	Grace	Pa2/18 NY2/19
2/17	Santa Monica	Grace	Ba2/25 NY2/26

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SAILS SHIP LINE DUE

MATADI

2/15	Del Valle	Delta	N03/11
2/15	Lindi	B-Afr	NY3/4
2/22	Afr Glade	Farell	NY3/21
2/27	Del Sol	Delta	N03/27
3/7	Afr Glen	Farell	NY4/3
3/13	Afr Pilot	Farell	NY4/18
3/20	Del Oro	Delta	N04/18
4/8	Del Campo	Delta	N05/7

MOMBASA

2/10	Charlotte	Lykes	Gulf 3/10
2/10	Afr Planet	Farell	NY3/18
2/28	Wentley	Robin	NY3/31
2/28	Louise	Lykes	Gulf 4/2
3/10	Samarinda	Nedlloyd	NY4/7 LA4/23 SF4/26 Po4/30 Se5/3 Va5/5
3/17	Afr Rainbow	Farell	NY4/22
3/30	Lombok	Nedlloyd	NY4/27 LA5/13 SF5/16 Po5/20 Se5/23 Va5/25

PARANAGUA

2/11	Trader	Nopal	N02/27 Ho3/3
2/11	Mormacteal	Mormac	NY2/23 Bo2/26 Pa2/28 Ba3/1
2/12	Santos	Stockard	NY3/3 Bo3/6 Pa3/8 Ba3/10
2/16	Mormactawn	Mormac	LA3/16 SF3/19 Se3/24 Po3/25 Va3/26
2/18	Del Monte	Delta	N03/10 Ho3/15
2/18	Mormacsurf	Mormac	NY3/9 Bo3/12 Pa3/14 Ba3/16 Ha3/18
2/21	Canada	Lloyd	N03/12 Ho3/16
2/22	Mormactide	Mormac	NY3/13 Ba3/16 Pa3/18 Bo3/20
2/22	Colombia	Lloyd	NY3/14
2/25	Mormacowl	Mormac	Jx3/17 NY3/21 Bo3/24 Pa3/26 Nf3/28
2/25	Progress	Nopal	N03/13 Ho3/17
2/26	Buenos Aires	Stockard	NY3/17 Bo3/20 Pa3/22 Ba3/24
3/1	Mormacreed	Mormac	Nf3/20 Bo3/21 Pa3/24 NY3/26 Bo3/29
3/2	Nordanger	Wes-Lar	LA3/30 SF4/1 Po4/6 Se4/8 Va4/9
3/4	Del Aires	Delta	N03/24 Ho3/29
3/7	Panama	Lloyd	NY3/27
3/8	Mormacstar	Mormac	Ba3/28 Pa3/30 NY4/1 Bo4/4 Ha4/6
3/12	Mormacisile	Mormac	LA4/11 SF4/15 Va4/20 Se4/22 Po4/25
3/21	Ecuador	Lloyd	N04/10 Ho4/14
3/22	Chile	Lloyd	NY4/12
3/26	Montevideo	Stockard	NY4/14 Bo4/17 Pa4/19 Ba4/21

PORTE AMBOIN

3/10	Lindi	B-Afr	NY3/4
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PUNTARENUS

2/12	Copan	UFruit	Cr2 2/25 NY3/5
3/6	Lempa	UFruit	Cr2 3/16 Ho3/23 N03/25

RIO de JANEIRO

2/12	Paranagua	Brodin	Ba2/27 NY3/1 Bo3/4 Pa3/6
2/13	America	Lloyd	NY2/27
2/14	Del Mar	Delta	N02/28
2/16	Mormacteal	Mormac	Jx3/3 NY3/7 Bo3/10 Pa3/12 Ba3/14 Nf3/15
2/16	Santos	Stockard	NY3/3 Bo3/6 Pa3/8 Ba3/10
2/16	Rio Jachal	Arg-State	NY3/2
2/21	Del Monte	Delta	N03/10 Ho3/15
2/21	Argentina	Mormac	NY3/11
2/26	Canada	Lloyd	N03/12 Ho3/16
2/26	Mormactide	Mormac	NY3/13 Ba3/16 Pa3/18 Bo3/20
2/28	Colombia	Lloyd	NY3/14
2/28	Del Norte	Delta	N03/14
3/2	Buenos Aires	Stockard	NY3/17 Bo3/20 Pa3/22 Ba3/24
3/2	Mormacowl	Mormac	Jx3/17 NY3/21 Bo3/24 Pa3/26 Ba3/27 Nf3/28
3/2	Rio Tunuyan	Arg-State	NY3/16
3/6	Mormacisile	Mormac	LA4/11 SF4/15 Va4/20 Se4/22 Po4/25
3/7	Nordanger	Wes-Lar	LA3/30 SF4/1 Po4/6 Se4/8 Va4/9
3/7	Del Aires	Delta	N03/24 Ho3/29
3/13	Panama	Lloyd	NY3/27
3/13	Mormacstar	Mormac	Ba3/28 Pa3/30 NY4/1 Bo4/4 Ha4/6
3/16	Del Sud	Delta	N03/29
3/23	Rio de La Plata	Arg-State	NY4/6
3/26	Ecuador	Lloyd	N04/10 Ho4/14
3/28	Chile	Lloyd	NY4/12
3/30	Montevideo	Stockard	NY4/14 Bo4/17 Pa4/19 Ba4/21

SAN JUAN DEL SUR

2/22	Costa Rica	Mam	N03/5
2/24	El Salvador	Mam	NY3/7

FEBRUARY, 1957



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SAILS SHIP LINE DUE

SANTOS

2/11	Paranagua	Brodin	Ba2/27 NY3/1 Bo3/4 Pa3/6
2/12	America	Lloyd	NY2/27
2/13	Trader	Nopal	No2/27 Ho3/3
2/13	Del Mar	Delta	No2/28
2/14	Santos	Stockard	NY3/3 Bo3/6 Pa3/8 Ba3/10
2/14	Mormacdown	Mormac	LA4/11 SF4/15 Va4/20 Ce4/22 Po4/25
2/15	Rio Jachal	Arg-State	NY3/2
2/15	Mormacteal	Mormac	JX3/3 NY3/7 Bo3/10 Pa3/12 Ba3/14
2/19	Argentina	Mormac	NY3/11
2/20	Del Monte	Delta	No3/10 Ho3/15
2/21	Mormacsurf	Mormac	NY3/9 Bo3/12 Pa3/14 Ba3/16 Ha3/18
2/25	Canada	Lloyd	No3/12 Ho3/16
2/25	Mormactide	Mormac	NY3/13 Ba3/16 Pa3/18 Bo3/20
2/27	Del Norte	Delta	No3/14
2/27	Progress	Nopal	No3/13 Ho3/17
2/27	Colombia	Lloyd	NY3/14
2/28	Buenos Aires	Stockard	NY3/17 Bo3/20 Pa3/22 Ba3/24
3/1	Rio Tunuyan	Arg-State	NY3/16
3/1	Mormacowl	Mormac	JX3/17 NY3/21 Bo3/24 Pa3/26 Ba3/27 Nf3/28
3/5	Nordanger	Wes-Lar	LA3/30 SF4/1 Po4/6 Se4/8 Va4/9
3/5	Mormacread	Mormac	NI3/28 Ba3/21 Pa3/24 NY3/26 Bo3/29
3/5	Nordanger	Wes-Lar	LA3/30 SF4/1 Po4/6 Se4/8 Va4/9
3/6	Del Aires	Delta	No3/24 Ho3/29
3/11	Mormaciele	Mormac	LA4/11 SF4/15 Va4/20 Se4/22 Po4/25
3/12	Panama	Lloyd	NY3/27
3/12	Mormacstar	Mormac	Ba3/28 Pa3/30 NY4/1 Bo4/4 Ha4/6
3/15	Del Sud	Delta	No3/29
3/22	Rio de La Plata	Arg-State	NY4/6
3/25	Ecuador	Lloyd	No4/10 Ho4/14
3/27	Chile	Lloyd	NY4/12
3/28	Montevideo	Stockard	NY4/14 Bo4/17 Pa4/19 Ba4/21

TAMPICO

2/20	Rydboholm	Swed-Am	St Jo 3/8
2/26	Tunaholm	Swed-Am	St Jo 3/15

TANGA

2/15	Afr Planet	Farrell	NY3/18
2/24	Louise	Lyles	Gulf 4/2
3/7	Samarinda	Nedlloyd	NY4/7 LA4/23 SF4/26 Po4/30 Se5/3 Va5/5
3/22	Afr Rainbow	Farrell	NY4/22
3/27	Lambok	Nedlloyd	NY4/27 LA5/13 SF5/16 Po5/20 Se5/23 Va5/25

VERA CRUZ

2/19	Rydboholm	Swed-Am	St Jo 3/8
2/25	Tunaholm	Swed-Am	St Jo 3/15

VICTORIA

2/23	Del Monte	Delta	No3/10 Ho3/15
2/27	Canada	Lloyd	No3/12 Ho3/16
3/9	Del Aires	Delta	No3/24 Ho3/29
3/27	Ecuador	Lloyd	No4/10 Ho4/14

TEA BERTHS

CALCUTTA

2/11	Exchequer	Am-Exp	Bo3/22 NY3/24
2/14	Mathem	Cunard	SA3/27 No4/1 Ho4/4 Ga4/7
2/15	Maipur	Cunard	Bo3/28 NY3/29 Wn4/3 Pa4/3 Nf4/5 Ba4/7
2/28	Explorer	Am-Exp	Bo4/18 NY4/20
3/8	City of Newport	Norton	St Jo 4/4 Mi4/9

COCHIN

2/11	Hayes	Am-Pres	NY3/28 Bo4/3 Ba4/6 HR4/9 LA4/23 SF4/26
2/19	Pierce	Am-Pres	NY4/12 Bo4/17 HR4/19 SF5/7
2/21	Exchequer	Am-Exp	Bo3/22 NY3/24
3/6	Coolidge	Am-Pres	NY4/21 Bo4/29 Ba5/2 HRS/4 L45/18 SF5/21
3/10	Prince	Javanese	Ha4/11 Bo4/14 NY4/15 Pa4/20 Ba4/22 Nf4/24
3/20	Explorer	Am-Exp	Bo4/18 NY4/20
3/24	Polk	Am-Pres	NY5/13 Ba5/18 HR5/20 SF6/8
4/6	Jackson	Am-Pres	NY5/21 Bo5/27 Ba5/30 HR6/1 LA6/18 SF6/21
4/10	Malayan	Prince	Ha5/12 Bo5/15 NY5/16 Pa5/21 Ba5/23 Nf5/25
5/10	Cingalese	Prince	Ha6/11 Bo6/14 NY6/15 Pa6/20 Ba6/22 Nf6/24
6/10	Eastern	Prince	Ha7/12 Bo7/15 NY7/16 Pa7/21 Ba7/23 Nf7/25

COLOMBO

2/16	Exchequer	Am-Exp	Bo3/22 NY3/24
2/20	Maipur	Cunard	Bo3/28 NY3/29 Wn4/3 Pa4/3 Nf4/5 Ba4/7

COFFEE & TEA INDUSTRIES and The Flavor Field

SAILS	SHIP	LINE	DEU
2/20	Matherm	Cunard	Sa3/27 No4/1 Ho4/4 Ga4/7
2/21	Cornelius	Maersk	NY3/30 Ha4/11
3/3	Coolidge	Am-Pres	NY4/21 Bo4/29 Ba5/2 HR5/4 LA5/18 SF5/21
3/6	Leise	Maersk	NY4/11 ML4/24
3/7	Javanese	Prince	Ha4/11 Bo4/14 NY4/15 Pa4/20 Ba4/22 Ni4/24
3/20	Anna	Maersk	NY4/23 MLS/7
3/21	Polk	Am-Pres	NY5/13 Ba5/18 HR5/20 SF6/8
3/16	Explorer	Am-Ex	Bo4/18 NY4/20
4/3	Jackson	Am-Pres	NY5/21 Bo5/27 Ba5/30 HR6/1 LA6/18 SF6/21
4/6	Hulda	Maersk	NY5/10 MLS/24
4/7	Malayan	Prince	Ha5/12 Bo5/15 NY5/16 Pa5/21 Ba5/23 Ni5/25
4/20	Peter	Maersk	NY5/24 MLS/7
5/7	Cingalese	Prince	Ha6/11 Bo6/14 NY6/15 Pa6/20 Ba6/22 Ni6/24
6/7	Eastern	Prince	Ha7/12 Bo7/15 NY7/16 Pa7/21 Ba7/23 Ni7/25

DJAKARTA

2/18	Leise	Maersk	NY4/11 ML4/24
2/25	Tyler	Am-Pres	LA4/8 NY4/24 Ba4/30 Bo5/4
3/11	Madison	Am-Pres	LA4/24 NY5/10 Ba5/16 Bo5/20
3/17	Hulda	Maersk	NY5/10 MLS/24
3/27	Fillmore	Am-Pres	LA5/8 NY5/24 Ba5/31 Bo6/4
4/10	Grant	Am-Pres	LA5/24 NY6/9 Ba6/16 Bo6/4

HONG KONG

2/10	Amer. Trans.	PacTrans	NY2/28 LA3/2
2/10	Johnson	Am-Pres	SF3/7 LA3/11
2/11	Coolidge	Am-Pres	NY4/21 Bo4/29 Ba5/2 HR5/4
2/18	Jepesen	Maersk	LA3/11 NY3/27
2/19	Pacific Trans.	PacTrans	SF3/10 LA3/13
2/20	Buchanan	Am-Pres	LA3/8 NY3/24 Ba3/30 Bo4/3
2/21	Cleveland	Am-Pres	SF3/11 LA3/16
3/3	Susan	Maersk	SF3/25 NY4/10
3/4	Polk	Am-Pres	NY5/13 Ba5/13 HR5/20
3/15	Jackson	Am-Pres	NY5/21 Bo5/27 Ba5/30 HR6/1
3/18	Maren	Maersk	LA4/11 NY4/26
3/21	Japan Bear	PacFar	SF4/6 LA4/11
3/23	Tyler	Am-Pres	LA4/8 NY4/24 Ba4/30 Bo4/4
3/29	Taylor	Am-Pres	NY6/4 Bo6/10 Ba6/13 HR6/15
4/3	Rita	Maersk	SF4/25 NY5/11
4/5	Golden Bear	PacFar	SF4/21 LA4/26
4/12	Adams	Am-Pres	NY6/18 Bo6/25 Ba6/29 HR7/1
4/18	Effie	Maersk	LA5/11 NY5/26
4/22	Fillmore	Am-Pres	LA5/8 NY5/24 Ba5/31 Bo6/4

KOBE

2/10	Mist	Pioneer	NY3/9
2/14	Amer. Trans.	PacTrans	SF2/28 LA3/2
2/22	Jepesen	Maersk	LA3/11 NY3/27
2/23	Pacific Trans.	PacTrans	SF3/10 LA3/13
2/25	Cleveland	Am-Pres	SF3/11 LA3/16
3/1	Taft	Am-Pres	LA3/18 SF3/27
3/9	Susan	Maersk	SF3/25 NY4/10
3/25	Maren	Maersk	LA4/11 NY4/26
4/9	Rita	Maersk	SF4/25 NY5/11
4/24	Effie	Maersk	LA5/11 NY5/26

SHIMIZU

2/11	Sally	Maersk	SF2/25 NY3/13
2/12	Mist	Pioneer	NY3/9
2/17	Amer. Trans.	PacTrans	SF2/28 LA3/2
2/24	Jepesen	Maersk	LA3/11 NY3/27
2/25	Pacific Trans.	PacTrans	SF3/10 LA3/13
3/3	Taft	Am-Pres	LA3/18 SF3/27
3/10	Susan	Maersk	SF3/25 NY4/10
3/26	Maren	Maersk	LA4/11 NY4/26
4/11	Rita	Maersk	SF4/25 NY5/11
4/26	Effie	Maersk	LA5/11 NY5/26

YOKOHAMA

2/14	Mist	Pioneer	NY3/9
2/15	Sally	Maersk	SF2/25 NY3/13
2/27	Cleveland	Am-Pres	SF3/11 LA3/16
2/28	Jepesen	Maersk	LA3/11 NY3/27
3/5	Taft	Am-Pres	LA3/18 SF3/27
3/15	Susan	Maersk	SF3/25 NY4/10
3/31	Maren	Maersk	LA4/11 NY4/26
4/15	Rita	Maersk	SF4/25 NY5/11
4/30	Effie	Maersk	LA5/11 NY5/26

¹ Accepts freight for New York, with transhipment at Cristobal, C. Z.

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Coffee Service

Brazil/U. S. Gulf

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Whitehall 3-1572

New Orleans—Biehl & Co., Inc., Sanlin Bldg.

Houston—Biehl & Co., Cotton Exchange Bldg.

Chicago—F. C. MacFarlane, 2520 Bankers Bldg.

Detroit—F. C. MacFarlane, 945 Free Press Bldg.

Santos/Rio—Agencia de Vapores Grieg S/A

Paranagua—Transparana Ltda.

Buenos Aires—International Freighting Corporation, Inc.

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BIEHL & CO., AGENTS ALL GULF PORTS

UNITED STATES NAVIGATION

CO., INC., AGENT

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TWA hostesses making coffee aboard a Super-G Constellation, using regular coffee and a new brewing device.



Huggins-Young machines brew fresh coffee aboard TWA planes

Trans World Airlines has become the first airline to serve freshly brewed coffee to its passengers aloft, the line has announced.

Until now a fresh cup of coffee aboard a plane in flight was only a hope, TWA explained. Because of technical difficulties, such as the fact that the boiling point of water drops the higher the plane flies, airlines had to make their coffee on the ground and carry it aloft in thermos jugs.

Now TWA has installed a newly perfected electronic coffeemaker that is connected with the hot water system of its Super-G Constellations. And the response, hostesses say, has been tremendous.

The coffeemaker is a product of the Huggins-Young Coffee Co., Los Angeles roasters. It contains an electronic timing device which gives nine cups in three minutes, which is as fast as hostesses can serve it. One pound of coffee makes 48 cups.

Elimination of thermos jugs is a great weight and money saver, TWA reports, since the hostesses make just enough coffee needed on a flight; thus no wasted beverage is left over at the flight's end.

The coffeemaker has its own heating element and auxiliary boost pump. All parts are made of stainless steel and are quickly removed for cleaning and servicing.

The 25 pound unit on the huge Super-G Constellations uses the plane's hot water system, but force-feeds the water through the coffee grounds, much in the manner of the Italian expresso.

However, expresso coffee is not to everyone's liking, and the Huggins Young unit gives the TWA hostesses control over the strength of the coffee she serves—and what is served is described by TWA as "just plain, good, freshly brewed coffee in the American manner."

Before installation of the new coffeemaker, hostesses were serving an average of 190 cups of coffee on a typical Los Angeles-New York non-stop flight carrying 50 people. Today they are serving an average of 260 cups.

"And," says hostess Marlene Nagel, "the aroma of fresh coffee is certainly stimulating the passengers' appetites."

TWA might be said to run one of the largest "restaurants" in the world, serving over 100,000 meals per day.

The Huggins Young coffee making units have been installed on five of the TWA Super-G's at this writing, and installations will continue until the entire Super-G fleet is equipped.

Training units to instruct the hostesses in the relatively simple operation of the coffee maker have been underway at Kansas City, Los Angeles and New York.

The ground coffee is supplied to the planes by the airline's commissary department.

Moore-McCormack steps up Brazil service

Moore-McCormack Lines, Inc., has stepped up cargo service between the principal ports of Brazil, Argentina and Uruguay and northern United States and Canadian ports.

William T. Moore, Moore-McCormack president, announced that as of February 1st sailings of the company's ships between these ports are on a fortnightly rather than a monthly basis.

The increased service, he explained, is in keeping with the company's long-range plans looking toward the opening of the St. Lawrence seaway.



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New Orleans and Houston: Texas Transport & Terminal Co., Inc.

Philadelphia: Lavino Shipping Co.

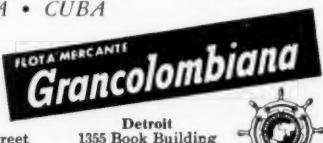
Montreal: Robert Reford Co., Ltd.

Los Angeles: Transmarine Navigation Corp.

Boston: Boston Shipping Corp.

San Francisco: Balfour, Guthrie & Co., Ltd.

Baltimore: Penn-Maryland S.S. Corp.



**I. F. C. Lines to end operations;
served East Coast of South America**

Dissolution of the International Freighting Corp. was voted at a special meeting recently by the board of directors.

Liquidation of I.F.C., a wholly owned subsidiary of the Du Pont Co., is expected to be completed by June 30th. The action is subject to ratification by the Du Pont Co.

The major part of I.F.C.'s business is the operation of three chartered ships in the East Coast of South America trade and to Canada. Recently it arranged for cancellation of the charters on these ships, which are to be chartered to others by the owners. The ships will continue operating under I.F.C. until spring. The corporation also performs general chartering and has general agency agreements.

While I.F.C. has continued to be profitable, the corporation would have had to make substantial additional commitments to an extent not considered feasible in view of competitive and economic circumstances, it was explained.

The International Freighting Corp. was formed in 1919 and acquired by Du Pont in 1928.

**CBI names Col. W. J. B. Cline
Armed Forces representative**

Col. William B. J. Cline (U. S. Army Retired), has been appointed CBI representative to work with the Armed Forces, according to an announcement by Eugene G. Laughery, president of the Coffee Brewing Institute.

Col. Cline ranked as one of the Army's outstanding food experts during his military career, which spanned two world wars and service on the Mexican border under General Pershing.

He will act as liaison man between CBI and the food services of the Armed Forces.

Prior to retirement from the Army, Col. Cline was food service officer at Fort Benning, Ga. In this capacity he supervised the feeding of 25,000 men. In World War II he was with the Seventh Army Quartermaster Corps, serving in France and Germany. When European hostilities ceased, he was sent to the Philippines and Japan, returned to the United States in 1948, served at Fort McPherson, Ga., until 1952, when he was named Inspector-General for the Quartermaster Depot in Nahallbach, Germany, continuing in this capacity until his return to Fort Benning in 1955.

Cordero named director of CBI

Carlos Cordero d'Aubuisson, representative in New York of the Coffee Growers Association of El Salvador, was elected a director of the Coffee Brewing Institute, Inc., at the annual meeting of the members of the corporation in New York City.

Mr. Cordero is also a member of the executive committee of the Pan-American Coffee Bureau.

Other members of the CBI board of directors elected for the 1957 term are: Philip Eisenmenger, Standard Brands Inc.; Manuel Proto, National Coffee Commission of Mexico; Andres Uribe, National Federation of Coffee Growers of Colombia; and T. Carroll Wilson, Hills Brothers Coffee, Inc.

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"extra cup" of
cafe Suave
on the



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The Coffee Man's Manual**

\$2.50

**THE SPICE MILL PUBLISHING CO.
INCORPORATED**
106 Water Street New York 5, N. Y.

Coffee Movement In The U. S. Market

(Figures in 1,000 bags)

	Total Entries	Brazil	Deliveries—from: Others	Total	Visible Brazil	Supply—1st Others	Month Total
1955							
March	1,390	434	1,027	1,461	194	541	735
April	1,193	540	650	1,190	425	381	806
May	1,715	585	1,159	1,744	533	422	955
June	1,372	331	984	1,315	272	406	678
July	1,580	739	894	1,632	728	362	1,090
August	1,360	579	745	1,324	484	330	814
September	1,490	731	775	1,506	543	349	892
October	1,894	1,063	824	1,887	1,024	213	1,237
November	2,048	1,017	996	2,013	1,129	303	1,432
December	2,115	842	1,007	1,849	878	222	1,100
1956							
January	1,516	738	905	1,643	780	571	1,351
February	1,894	828	977	1,805	880	445	1,325
March	2,329	1,126	1,226	2,352	1,192	421	1,613
April	1,538	860	716	1,576	822	456	1,278
May	1,336	622	694	1,316	695	586	1,281
June	1,810	866	837	1,703	930	543	1,473
July	1,883	957	828	1,785	1,060	599	1,659
August	1,441	729	809	1,538	970	582	1,552
September	1,802	912	718	1,630	998	574	1,572
October	1,424	804	655	1,459	916	654	1,570
November	1,338	650	616	1,266	828	636	1,464
December	1,241	735	651	1,386	903	703	1,606
1957							
January	1,749	917	809	1,726	1,064	655	1,719

Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin. (Preliminary)

47,000,000 bags exportable in 1957-58, 36,500,000 in 1956-57 predicted by USDA

With no appreciable change anticipated in the internal consumption habits of producing countries, world exportable production will mount to 47,000,000 bags, it is predicted by the Foreign Agricultural Service of the U.S. Department of Agriculture.

Brazil may produce more than 22,000,000 bags for export.

On-farm carryovers from 1956-57 may strengthen the Brazilian estimate considerably, based on the accepted concept that Brazilian coffees do not represent exportable output until they leave the farm.

Western hemisphere mild coffee production for export should hold at the level of 1956-57, as Mexico and Central America experience an off-year for the older producing trees and Caribbean production increases again.

Africa and Asia should add at least another 10% to output in an on-year for older trees, and as new trees continue to enter production.

Total world production of green coffee for the marketing season 1956-57 is estimated by the Foreign Agricultural Service at 47,300,000 bags.

This estimate for 1956-57 represents a decline of 6% from the record 50,300,000 bags of 1955-56, but 14% above the average 41,600,000 bags of the prewar period.

Exportable production for the marketing season 1956-57 is estimated now at 36,500,000 bags, compared with 43,500,000 bags for 1955-56 and 33,800,000 bags for 1954-55.

The major decline in production for 1956-57 is in the State of Parana in Brazil, although Sao Paulo and the other areas of Brazil have also experienced a reduction in output because of adverse weather conditions.

With minor exceptions, the balance of the coffee world has maintained or increased its level of production this season.

SOUTHERN CROSS LINE

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MAIn 5-4680

N. Y. Phone: BOWLING GREEN 9-0780
Free And Bonded Warehouses

Editorials

Iced coffee becomes a trend

We may be seeing the beginning of the end of a tradition in coffee. It is a tradition we can do without: the summer slump.

A trend toward iced coffee is taking shape *within* the industry.

More and more roasters are turning to iced coffee promotion. This is revealed by final results of the survey on iced coffee conducted last fall by COFFEE & TEA INDUSTRIES, formerly The Spice Mill.

What this indicates is a crumbling of the big obstacle to iced coffee volume—the old trade attitude that "it can't be done."

Instant coffee, as might be expected, produced the heaviest of the brand promotions on iced coffee. Several of these drives had impact and intensity equal to any hot coffee push. And response was in keeping.

It is becoming clear that instant coffee will be one of the principal factors in erasing the industry's summer slump.

With energy and drive characteristic of instant coffee merchandising in its phenomenal postwar growth, solubles have been quick to see the iced coffee potential, and to go after

it, capitalizing on the intrinsic advantages of their product in iced coffee preparation.

Yet in *number*, iced coffee promotions of regular coffee far outstripped instants. Moreover, responses noted by these roasters were favorable. In fact, some of the most successful iced coffee promotions last summer were on regular coffee.

These survey results might profitably be taken into account by any roaster who handles regular coffee only.

He is missing the boat if he decides iced coffee is for instants only. The fact is that the iced coffee potential is equally responsive to promotion of regular coffee.

All efforts which build consumer acceptance of iced coffee are good for the industry. They help to convert the \$100,-000,000 summer potential into an actual, existing market for coffee.

Moreover, the survey results should be taken in perspective.

They indicate only the *beginning* of a trend. If that trend is to move to completion—the elimination of coffee's summer slump—what has been started will have to be carried forward.

Making the most of the family-size tea bag

One of the most promising ideas for tea in many years is the family size tea bag.

This is the large tea bag designed, in most instances, to brew a quart of iced tea.

The idea is sound. It makes easier the preparation of large quantities of iced tea. This, in itself, is good. What people can do more easily they probably do more frequently.

The very approach of quantity brewing in the home is one to open new vistas for tea.

If it's done for mealtime service, it encourages tea consumption by more members of the family.

Quantity brewing can put iced tea in the refrigerator for ready use by family members between meals, too.

It simplifies preparation of iced tea for larger gatherings.

That these potentials for iced tea—and eventually for hot tea—are understood in the industry is indicated by the increasing number of tea packers who are taking on the large tea bag.

It is therefore gratifying that the industry is beginning to look into some aspects of the development of the family-size tea bag.

Probably the most serious aspect is that of the weight of the tea in the bag.

Many of the family size tea bags now on the market

state they brew one quart of iced tea, but they contain only one-quarter of an ounce of tea leaf.

This tea bag weight is a departure from standards accepted by the industry for preparing iced tea.

The two-ounce formula for restaurants, for example, is considered a minimum for brewing good iced tea. This yields about 160 glasses of iced tea per pound of leaf.

The recommended home formula, seven or eight individual tea bags to one quart of water, yields about 135 glasses to the pound.

But family-size tea bags with one-quarter ounce of tea for one quart of beverage are in the ratio of about 320 glasses to the pound!

Clearly tea bags in this ratio are yielding a weakened brew, below standards the industry has established as desirable.

Such a weakened brew can cloud the development of the family-size tea bag, which should instead be given the most favorable conditions for expansion.

A weakened brew can also undermine all tea consumption, by weakening the single most important bond—product desirability—which ties consumers to the beverage.

Undoubtedly industry study of the problem will encourage a return to the established standards, upon which solid expansion of tea volume can be achieved.

5 important steps in our service to the Tea Trade



ADDRESS ALL INQUIRIES TO MAIN OFFICE

Old Slip Warehouse, Inc.

37-41 Old Slip, New York 5, N. Y.

WAREHOUSES AT
37-39-41 OLD SLIP

67-69-71-73 FRONT ST.

38-39 SOUTH ST.



These are the directors of South Africa's "all women" tea and coffee company. Sitting, from left: Mrs. C. Bosman, Mrs. E. H. Le Roux (board chairman), Mrs. E. Morkel, Mrs. E. H. Grobler. Standing: Miss M. van de Walt (public relations officer in South Africa), Mrs. I. G. Visser, Mrs. M. J. de Villiers, Mrs. M. Botha (former overseas public relations officer), and Mrs. C. Botha. Miss van der Walt and Mrs. M. Botha are not directors. The billboard (center) is an example of Braganza Tea advertising. The figures in the "road hoarding" are

in red Scotchlite, with the baseboard in green, and the package in red and gold. This "hoarding", in the Du Toitskloof Pass, is similar to ones posted all over South Africa. The truck (right) is one of two Braganza Tea Cafeterias, equipped to make and serve tea and coffee. Two of them go from town to town, each with a film projection unit. Women's welfare organizations raise money by showing the movies and selling tea and coffee during intermissions.

South Africa's "all women" tea and coffee firm

By MARGOT VAN DER WALT, Public Relations Officer
First National Tea and Coffee Factories, Ltd.

All of 1,361 South African women contributed £100 or more apiece to start the first "all women" public company in South Africa—possibly the first in the world. And this company is a tea and coffee undertaking.

First National Tea and Coffee Factories, Ltd., was registered as a public company on April 22nd, 1955, and has since established two factories, one in the Southern part of the Union of South Africa at Bellville, near Cape Town, and the other in the Transvaal at Industria, Johannesburg.

South Africa, following England in this respect as in many others, drinks a good (even better) quality tea, but is not very particular about all that passes for coffee. The packages bearing "coffee" indications of one form or another vary from 100% pure coffee to mixtures containing no coffee at all and made up wholly of chicory and grain.

With this in mind, First National has concentrated its efforts to build up trade mark goodwill on tea rather than on coffee. Although it markets what may be termed a full range of coffee mixtures, its advertising and publicity is directed mainly on its tea brand, Braganza.

When Catherine of Braganza went to England to marry Charles II, she brought with her two pounds of tea and established the custom of tea drinking at court. Her name has, fittingly, been selected as the main trade mark of this all-women undertaking, and Braganza Tea is being consumed in increasing quantities all over South Africa—actively sponsored by the more than 10,000 women shareholders who have taken shares in the company since its formation.

Present advertising of Braganza Tea is centered on the

one hand on a map of the island with a pack of Braganza super-imposed, and on the other hand large hoardings (billboards) along the main roads showing Charles and Catherine in period dress with, of course, a pack of Braganza in close proximity!

The main coffee brand, Senator, is selling well in three mixtures: a 100% coffee; a mixture containing 25% chicory; and a 50/50 coffee and chicory. Mixtures containing less coffee are also marketed under other names, right down to a "Viceroy" containing no coffee at all.

Incidentally both "Senator" and Braganza" have the merit, of particular importance in a bilingual country like South Africa, that they are spelled the same way in both official languages. In a country with more than one language, a trade mark that has to be "translated" virtually means having to establish two different trade marks for the same product, the only alternative being to stick to one spelling only with the grave risk of offending the other section of the population.

How does an "all women" company work in practice? Well, it isn't quite all women only. The shares are freely transferable, and several males have joined, but the women still outnumber them by at least ten to one. Chairman (or is it chairwoman?) of the company is charming Emily Hobhouse le Roux ("Hobby" to her friends). She visited the United States in September, October and November last year, in company with her husband, who is well known in South African public life. She paid visits to various coffee companies in the United States. When not moving around on business, this lively couple—

(Continued on page 76)

Tea's 1957 Midyear Meeting set for April 24th at the Biltmore

The tea industry's "little convention"—the Midyear Meeting—has been set for April 24th, 1957, at the Biltmore Hotel, New York City.

Tea's Midyear Meeting has come to be a traditional springboard for the industry's iced tea campaign.

Chairing this year's event will be Harry L. Evans, of B. Fischer & Co., assisted by H. W. (Chester) Chapman, of the Dannemiller Coffee Co., as vice chairman.

The meeting will follow last year's successful format. It will start promptly at 3:00 p.m., wind up at 5:00 p.m. and be followed by cocktails.

Teapot and cozy is Lipton premium for hot tea season

A Hall china teapot with a heavy gauge, insulated, golden anodized aluminum cozy is being offered as a premium during the 1957 hot tea season—early in the year and in the fall—by Thomas J. Lipton, Inc., Hoboken, N. J.

The teapot and cozy is offered to the consumer for \$2.50 and a box top from any size of Lipton Tea or Tea Bags. The teapot is said to have a certified retail value of \$6.95, is designed to keep tea piping hot, and should facilitate the serving of proper tea in the home.

Since the tea pot is quart size, it is a natural for use with Lipton's new quart size tea bags, it was stated. To aid in moving these larger tea bags, they will be mentioned in display and advertising material.

Lipton's promotion department feels strongly that the premium offer will not only increase immediate sales, but will also encourage more usage of tea in the home.

Tea Association names representatives

to Tea Council board for coming year

Six tea men who have been representing the U. S. trade on the board of the Tea Council of the U. S. A., Inc., have been named to continue in those posts.

They were nominated by the president of the Tea Association of the U. S. A.

They are Robert B. Smallwood, Thomas J. Lipton, Inc., chairman of the Tea Council; Edward C. Parker, Tetley Tea Co., Inc., president of the Tea Association; C. William Felton, Henry P. Thomson, Inc.; Edgar Pinto, Salada Tea Co.; Edward J. Vinnicombe, Jr., McCormick & Co., Inc.; and Samuel Winokur, Seeman Bros., Inc.

India, Ceylon and Indonesia are also represented on the board of directors of the Tea Council, which is a "partnership marketing" operation.

Renewal of international tea pact urged

H. V. Perera, chairman of the board of directors of the Bank of Ceylon, has urged the renewal of the International Tea Agreement.

He said an international agreement was desirable "to give the market confidence and to provide safeguards for growers of tea, especially in low country areas which appear to be the most vulnerable to fluctuations in market prices."

HENRY P. THOMSON, INC.

TEA IMPORTERS

89 Broad Street
Boston, Mass.

120 Wall Street
New York 5, N. Y.

605 Third Street
San Francisco, Calif.

Member: Tea Association of the U.S.A.

principal constituents of tea leaf

By E. L. KEEGEL, Technologist
Tea Research Institute of Ceylon

For the tea man with curiosity about his product—who wants to know *why* teas have particular characteristics—this article can be enormously revealing. It explains some of the chemistry which makes for differences, down to the molecules.

The article, excerpts from "Tea Manufacture in Ceylon", appears here by special arrangement with the Tea Research Institute of Ceylon, St. Combs, Talawakelle. The Institute issued Mr. Keegel's comprehensive and authoritative 163-page monograph, fourth in a series on tea production in that country.

Until comparatively recently it was, more or less, assumed that the principal constituents of tea leaf were tannins or tannic acid and that fermentation was a process in which tannins were fermented by yeasts and bacteria, thereby losing their astringent, bitter properties and gaining in color and aroma.

This conception was erroneous, for tea leaf does not contain any true tannins or tannic acid, and micro-organisms such as yeasts and bacteria have no essential place in normal tea fermentation. Micro-organisms, especially if machinery and equipment are not regularly cleaned, may give rise to taints, and perhaps more rarely some less objectionable but highly erratic characters. They are, however, entirely extraneous.

The principal constituents of the leaf are a group of soluble substances which can be simply referred to as oxidizable matter, together with pectins, caffeine and aromatics.

The principal agents bringing about fermentation are enzymes contained in the tea leaf which are mixed with the oxidizable matter and pectins by the rolling process. In the living leaf the enzymes are kept apart from oxidizable matter and pectins in separate parts of the leaf cells. It is possible that in the living cell the enzymes take some part in building up the substances which they break down in the ruptured cell, in other words that fermentation is reversal of some growth processes, but it is an abstruse point which need not concern us further.

Oxidizable Matter

The group of substances which we will simply call oxidizable matter, accounts for some 35 to 40% of the dry matter in the tea leaf and very largely contributes to the color and strength of tea liquors. It probably makes a substantial contribution to pungency and quality, but this is another abstruse point.

This group of substances was formerly referred to as tannins or tannic acids, which was unfortunate, because

it has led to many misguided notions about the effects of tea liquors upon human intestines. Chemists have a habit of grouping chemicals into "families" on account of some common features in the construction of molecules, just in the same way as architects use specific terms for certain types of structure. The alkaloids, for instance, of which family strychnine and morphine are both members, all have certain common structural features, but when it comes to their action on the human body no two drugs could be more in contrast, for strychnine is a powerful stimulant and morphine a powerful hypnotic.

The vegetable tannins are a very large chemical "family" and some of them, usually loosely called tannic acids, possess the property of hardening animal tissues in general, and turning hide into leather in particular. Other members of the family, such as witch hazel, are only very mildly astringent and are used in face lotions. Similar astringents are put to less characteristically feminine purposes in the treatment of "black-eyes".

Most, if not all, the vegetable tannins take up oxygen from the air especially when they are mixed with alkali. Pyrogallol is very commonly used for the actual measurement of oxygen. A measured volume of gas containing oxygen is bubbled through pyrogallol made alkaline with caustic soda, and then measured again, the loss in volume being a measure of the oxygen which has been absorbed.

During, or following the absorption of oxygen, the simple molecules of some of the vegetable tannins begin to clump together and form larger molecules which may become very stable and insoluble when the "condensed" molecules are very large. Plastics are made from various simple chemicals by controlled processes of this nature;

(Continued on page 78)



The Tea Research Institute, St. Coombs, Ceylon.

"Tea for Canada Week" — 1957

Planning for hot tea promotion this winter, the Tea Council of Canada studied the key factors involved in consumer attitudes, tea's position in the stores, merchandising effectiveness and related matters—and boiled the situation down to this statement of "problem" and "answer":

The problem: To get tea off the retailers' shelves and on to selling displays; to get tea out of the class of "Cinderella" staples, so it will be really merchandised and heavily advertised by the retailer; to associate tea with food and other items which form a suitable accompaniment to the beverage and can vitalize tea merchandising.

The answer: "Tea for Canada Week."

The third annual "Tea for Canada Week" is slated for March 25th-30th, the Tea Council of Canada announces.

In Canada tea is very much a staple, the Council points out. It is used in over 95% of all homes and 75% of Canadians over the age of ten drink tea every day.

The problems faced in getting such a familiar product featured by the retailer, both at point of sale and in advertising, are considerable, it was explained. The economics of marketing tend to make some other beverages and a variety of canned goods regular "feature" items, but tea is not so fortunate. The solution during the first two "Tea for Canada Weeks" was found in associating tea with a variety of foods—such as cake mixes and biscuits, cookies and lemons—which gave added impetus and interest to the promotion.

Displays of tea and related items are eligible each year for entry in the store display contest. This popular competition received over three times as many entries in 1956 as it did in 1955, and it is expected that this year's contest will produce a further increase in the number of entries. The display contest is considered an effective method of assuring for "Tea for Canada Week" aggressive merchandising at point of sale.

Free display material is being made available to stores for "Tea for Canada Week". The material, in full color, can be ordered by the stores from their tea salesmen or direct from the Tea Council of Canada.

Store display contest rules call for the window or store display to be installed for the full week of March 25th-30th. Moreover, at least 50% of the tea displayed must consist of one or more brands of Tea Council of Canada members.

Prizes will be awarded on a point basis: sales effectiveness, 50%; attractiveness, 30%; originality, 20%.

Entries are to be in the form of a photograph or snapshot of the display, together with a report by the store operator of the sales success achieved.

Three prize areas have been set up—western, central and eastern—with first, second, third and fourth prizes in each area. The prizes are \$75, \$50, \$25 and \$10.

Each entrant complying with the rules, even if he doesn't win one of the top four prizes, will get a check for \$4.00.



A tea and related item display in a food store, as set up for "Tea for Canada Week."

Many manufacturers of related items are again cooperating enthusiastically in the promotion with the Tea Council of Canada and with its individual packer members. The extent of their consumer and trade advertising is considerable, and in addition their sales forces are mobilized to promote their products *in association with tea* during the "Tea for Canada Week" period.

The related item activity is not confined to food manufacturers. There is considerable from manufacturers of electric kettles, chinaware, flatware, etc.

The annual promotion also forms a convenient peg for publicity activities. The scale of the advertising and merchandising activities associated with "Tea for Canada Week" make it a newsworthy event in itself, and in addition newspapers, magazines, television and radio give considerable space and time to stories about tea, its history, production and use.

The effect of the two past campaigns was to make Canadians more conscious of tea than ever before, the Tea Council of Canada declared. During the month of March they were confronted with tea on all sides—while shopping in the stores, reading magazines or newspapers, listening to the radio or watching TV.

Indications are that next month's promotion will be the biggest yet, it was stated. If so, it will be achieving one of the Canadian tea trade's main objectives—revitalizing the public's concepts of tea, surrounding that familiar beverage with an aura of excitement and novelty.

West Germany using more tea

West Germany's consumption of tea continued to rise in 1956, according to a report from importers in Hamburg.

They expected tea imports, for which duty was paid, to rise to about 6,000 tons in that year, compared to about 5,500 tons in 1955.

This level of tea consumption was the highest recorded in prewar Germany, in 1930.

John Siegfried retires after lifetime in tea

John Siegfried has retired after a lifetime of distinguished activity in the tea business.

Since 1947 he had been associated with Irwin-Harrisons-Whitney, Inc., as manager of that tea importing company's San Francisco office.

He will continue as a consultant to Irwin-Harrisons-Whitney, Inc., from time to time.

Paul D. Ahrens, in charge of the firm's Japan operations, has also become manager of the San Francisco office.

Immediately after World War II, Mr. Siegfried operated the Siegfried Co., tea importers. Before the war he was with Siegfried & Co., which had offices in Chicago and Japan, and shipped tea from that country to the United States.

Mr. Siegfried was active in tea trade activities, and was formerly president of the Western States Tea Association.

He comes from a family which has long been part of the tea industry.

Mr. Siegfried lives in Berkeley, Calif.

Vinchesi marks 40th year in tea

Andrew J. Vinchesi, treasurer of Carter, Macy & Co., Inc., and of Old Slip Warehouse, Inc., New York City, is marking his 40th year in the tea industry this month.

Mr. Vinchesi began in tea four decades ago as a stenographer for Whittall & Co., Inc., rising to the

position of treasurer of the company.

That set the pattern, and down through the years Mr. Vinchesi has specialized in the office end of tea operations—finance, credit, accounting, etc.

After 12 years with Whittall, Mr. Vinchesi joined the Thomas Dunne Co., where he became office manager. Eight years later he joined the E. M. Osborn Co., where he headed up the accounting and credit operations. After four years, he went to Carter, Macy and Old Slip, where he is now beginning his 20th year.

Mr. Vinchesi, a native of New York City, is a graduate of Commercial High School, Brooklyn, N. Y., and Pace Institute.

One of the most memorable events in tea of the past four decades, in his recollection, was the time tea prices dropped about 50% overnight, moving tea into the general commodity depression of 1920.

Tea factory flown to New Guinea

A prefabricated steel tea factory was recently flown from England to Garaina, high in the Waria Valley, between Lae and Port Moresby.

Work on assembly of the factory, the first tea factory to be built in the territories of Papua and New Guinea, is expected to start soon.

The Department of Agriculture has planted 300 acres of tea bushes at Garaina.

When the plantation is producing fully, it will be able to put 100 tons of black tea on the local market each year.

The territory now imports tea mainly from Ceylon.

SHARPLY R-E-D-U-C-E-D

PACKAGING CHARGES ON ICED TEA BAGS

We are sharply reducing our charges for
1 and 2 ounce (strengthened four times)
Iced Tea Bags because of improved and
more economical methods of production.

Write, wire or phone for samples and prices.

THE COMPLETE TEA BAG PACKING SERVICE"

Tea Pack Company • 367 GREENWICH ST., NEW YORK 13, N. Y. ★ Digby 9-0748

WE PACK YOUR TEA UNDER YOUR BRAND

Member: Tea Association of the U. S. A.

Board of Tea Experts meets to set standards for 1957

Appointment of the Board of Tea Experts to set new standards under the Tea Importation Act was announced by Commissioner George P. Lerrick, Food and Drug Administration.

This is the 60th year the act has protected American tea drinkers from substandard imports.

Six of the seven-member board were reappointed: Joseph G. Vaskas, tea buyer for the Great Atlantic and Pacific Tea Co.; Albert Guarino, director of Irwin-Harrisons-Whitney, Inc., tea importers; William S. Jebb, manager of the tea department, Dodwell and Co., Ltd.; Alexander J. Grille, assistant buyer, Henry P. Thomson, Inc.; Robert Dick, Food and Drug Administration, all of New York City; and Geoffrey T. McCally, plant manager, Thomas J. Lipton, Inc., Streator, Ill.

The new member is Edward Bransten, M.J.B. Co., San Francisco. His father, the late Edward Bransten, was a member of the board for many years.

The board met in New York City to select samples of tea which will constitute the 1957 standards.

The Tea Importation Act forbids the entry into the United States of any tea that fails to have the quality, purity, and fitness for consumption of the standards selected by the board. All imports are compared with the standards by the tea examiners of the Food and Drug Administration.

During fiscal year 1956, more than 104,000,000 lbs. of tea were examined under the Tea Importation Act. About 94,000 were rejected.

Over 101,000,000 lbs. admitted were black teas, and 2,000,000 were green. Oolong and mixtures accounted for the remainder.

Tea Pack modernizes iced tea bag

equipment announces cut in costs

The Tea Pack Co., New York City, private label packers, announced last month modernization and improvement of their iced tea bag equipment.

Max Margolies, president, said the changes represented the culmination of many months of engineering work, and have made possible substantial savings in costs of production.

"Consistent with our policy over the years, these savings are being passed along to the tea trade in the form of sharply reduced packing charges for one and two ounce iced tea bags for the approaching iced tea season," Mr. Margolies said.

He indicated that on request the company would send samples and quote packing charges.

Suttle elected director of laymen's group

Harold L. Suttle, vice president in charge of sales for Thomas J. Lipton, Inc., Hoboken, N. J., has been elected a director of the Laymen's National Committee, Inc.

The Laymen's National Committee Inc., is dedicated to the furtherance of religious education throughout the country. It sponsors two major events annually, National Sunday School Week, always observed the second week in April, and National Bible Week, the third week in October.



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JAPAN GREEN or
BLACK TEA**

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Carefully selected**

Japan Tea Exporters' Association

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Tea sections in food stores are becoming brighter, as cartons shift to bolder, gayer designs. Redesigned Lady Fair Tea Bags are in shimmering gold foiline. Astor Tea Bags are in red-striped silver Foilone, with hot tea and iced tea illustrations.



tea cartons are brighter

Tea shelves in food stores are becoming brighter. Some of the cartons are now shimmering with a silver or gold effect.

Among the recent additions to the brighter, "shimmering" tea cartons are Lady Fair Tea Bags, sold in outlets operated by Food Fair Stores, Inc., Philadelphia.

This carton is a lively gold Foilone package, with a new printed design.

The carton is made of aluminum foil laminated to boxboard by a special process and is produced by the Gair Cartons Division of the Robert Gair Co., Inc., manufacturers of paperboard and paper products.

Earlier, changes to Foilone redesigned cartons were announced for the Ehlers line of tea packages, produced by Albert Ehlers, Inc., Brooklyn, N. Y.; Astor Tea Bags, packaged by E. Fischer & Co., Inc., New York City; and Wilkins Tea Bags, produced by the John H. Wilkins Co., Washington, D. C.

The new Lady Fair Tea Bag design, developed by Food

Fair in cooperation with Gair, silhouettes an old-fashioned lady with a parasol against a white striped gold background. The carton is used for special sales by adding appropriate printed copy to the original design, thereby maintaining product identification.

Instructions for brewing tea are printed on the rear panel. Illustrations on the side panel remind the customer of Food Fair's brands of coffee.

Sold through Food Fair stores, the shimmering tea bag carton is an excellent merchandiser of its contents on the shelf and is readily adaptable to arrangement in eye-catching displays.

The Ehlers tea cartons have a design adaptable to a variety of special promotions.

A white band is printed across each of the side panels for use in special promotions. Copy on the band can feature special sales offers or describe uses of the product. This can be done without changing the carton's

(Continued on page 78)



Wilkins Tea Bag carton family is in silver foil, with blue, white and red printed design. Ehlers cartons have firm's familiar logotype against gold Foilone aluminum.

Tea trade in U. K. is "keenly competitive", Monopolies Commission finds

The tea trade in the United Kingdom is "conducted on keenly competitive lines and the severe fluctuations in the price of tea which have taken place since decontrol have not been due to the existence of 'monopoly' conditions or restrictive practices in the United Kingdom tea trade."

This was the finding of the Monopolies and Restrictive Practices Commission in a report issued after an intensive investigation of all sections of the industry. The study began in early spring last year and continued into the autumn.

Here are some of the main points in the findings, as seen by The Tea and Rubber Mail:

"There is no evidence that the average level of prices over a period was altered by the Regulation of Sales Scheme. If prices in London became high in relation to those ruling in overseas auctions, buyers would tend to purchase overseas. There is some evidence that the scheme benefits the small buyer. The scheme is a reasonable and practical measure which does not operate against the public interest.

"The uniform conditions of sale (including the 90 day credit which is of particular value to small buyers) are not unreasonable and do not operate against the public interest.

"There is no reason to suppose the uniform conditions of sale in force at Calcutta, Cochin, Colombo and Chittagong are in any way against the public interest in the U.K.

"Individual resale price maintenance in the tea trade does not operate against the public interest."

Commenting on the International Tea Agreement and the North Indian Voluntary Crop Regulation Scheme the Commission states that "none of the governments concerned are, in effect, limiting exports of tea or planting materials or regulating plantations, in accordance with the terms of any former or proposed new agreement."

Noting that the question of a new agreement is still under consideration, the commission comments that the delay in concluding one "has been due to the fact that unanimity has not yet been reached among the governments of the producing countries concerned."

The North Indian Voluntary Crop Regulation Scheme was introduced for one season only (1953) and has not been repeated, it was pointed out.

Lipton names three to top sales, advertising posts

M. A. Reilly, vice president of marketing for Thomas J. Lipton, Inc., has announced the appointment of W. F. McMahon, associated with the company since 1936, as general sales manager.

E. L. McMenamy, previously general field supervisor for the company, was appointed assistant general sales manager.

Oscar J. Nickel, assistant advertising director for the company since August, 1950, was upped to general advertising manager.

Prior to joining the Lipton organization, Mr. Nickel was in the advertising department of Procter & Gamble.

IRWIN-HARRISONS-WHITNEY INC. TEA IMPORTERS

NEW YORK • PHILADELPHIA • BOSTON • CHICAGO • SAN FRANCISCO • SHIZUOKA (JAPAN)
CALCUTTA • COCHIN (INDIA) • COLOMBO (CEYLON) • DJAKARTA (JAVA) • LONDON (ENGLAND)
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We offer a comprehensive Tea Brokerage
service based on experience of many years.

91 WALL ST.

NEW YORK CITY 5

Tea Movement into the United States

(Figures in 1,000 pounds)

	Nov. 1955	Dec. 1955	Year 1955	Jan 1956	Feb. 1956	March 1956	April 1956	May 1956	June 1956	July 1956	Aug. 1956	Sept. 1956	Oct. 1956	Nov. 1956	Dec. 1956	Year 1956
Black																
Ceylon	2,503	2,153	38,564	3,906	3,008	5,036	4,954	3,270	3,331	3,530	4,635	3,354	3,880	1,535	2,433	42,871
India	2,217	4,166	36,561	3,537	3,259	3,937	4,264	2,572	1,989	1,566	1,751	1,546	2,988	1,738	2,572	31,719
Formosa	278	571	3,630	265	189	93	60	141	623	413	204	583	646	432	529	4,179
Africa	290	365	4,575	308	343	378	495	200	384	529	349	232	349	282	532	4,384
Indonesia	1,005	850	13,264	1,499	970	689	1,279	635	1,017	1,242	951	1,436	740	916	1,117	12,492
Japan	327	139	1,589	145	134	108	64	36	51	67	103	49	6	30	11	802
Misc.	133	92	4,838	196	123	167	50	248	91	75	126	118	94	99	197	1,589
Green																
Japan	98	151	1,722	249	40	116	60	82	82	298	978	251	482	248	38	2,924
Misc.	2	21	150	11	5	29	5	8	10	...	10	43	21	31	4	177
Oolong																
Formosa	18	35	303	18	16	21	6	15	16	13	33	55	37	36	39	306
Canton	12	7	91	5	2	1	2	1	1	2	5	4	16	17	9	65
Sentd Cntn	13	3	73	8	3	2	7	7	6	3	3	3	9	3	10	63
Mixed																
TOTALS	6,910	8,557	105,481	10,154	8,104	10,580	11,253	7,227	7,605	7,743	9,157	7,700	9,289	5,372	7,506	101,692

Figures cover teas examined and passed, do not include rejections. Based on reports from U. S. Tea Examiner.

North India cutbacks keep

"runaway" tea crop in check

India's tea production was voluntarily curtailed by the producers in Northern India, where about 78% of India's crop is harvested, it is reported by Valale I. Chacko, publisher and editor of Planting & Commerce, Ernakulam, India. The result has been that the "runaway" crop, with an excess of 28,000,000 lbs. at the end of October, was held down to barely more than 8,000,000 lbs. at the year end over the previous year.

Total production, North and South, may work out to be 663,000,000 lbs. for the year, which is barely 2,000,000 lbs. more than the record output of 1955.

Ceylon has suddenly moved ahead, with a production of 38,000,000 lbs. in November, compared to 30,000,000 lbs. in the previous November. This has made up for some of the shortfall, and the year might end even with the output of last year.

World output may be 15,000,000 to 20,000,000 lbs. over the level of 1955 production. More than this total increase has been absorbed by the increased consumption of tea in India, as estimated by the Indian Tea Board. The Board estimated domestic consumption at 210,000,000 lbs. for 1956.

More internal consumption

One reason why the exportable surplus has been fixed at 440,000,000 lbs. for 1956-57 is that, against a larger Indian output, there has been a much larger increase in internal consumption.

The 1955 consumption was estimated at 185,000,000 lbs., and if the present estimate for 1956 is true, then the rise has been 15,000,000 to 25,000,000 lbs.

"One can only wonder what would have been the total size of the crop if Northern India had not introduced the restriction scheme for the last two harvesting months, and if the South had not resorted to finer plucking, a decision painfully arrived at as a result of the fall in the price of common teas earlier in the year," Mr. Chacko comments.

Indonesia tea output lower in 1956

Tea production in Indonesia during 1956 is estimated to have fallen by 15%, according to The Financial Times. Since 1940 production has approximately been halved.

It is stated that rising labor costs are responsible for the fact that estates with an output of less than 700 kilograms per hectare —615 lbs. per acre—are no longer a paying proposition.

Moreover, artificial rates of exchange are a serious handicap. The tea producer receives for his product 11.40 rupiahs per dollar, but for his machinery, equipment and fertilizers imported from the United States he has to pay at the rate of between 18 and 30 rupiahs for \$1. Export premiums provide some help, but not at a rate sufficient for warranting reinvestments.

Many of the small tea gardens have come into the hands of Chinese, it is reported.

To sell iced tea, display it

— in ollas — Sieling urges

When iced tea is out of sight, it is out of mind, warns E. H. Sieling, president of the Sieling Urn Bag Co., Chicago, suppliers of tea and coffee brewing and dispensing equipment for the restaurant and institutional market.

"Display your iced tea in glasses, where it can be seen constantly, and you need not be told how much more of it you will sell," Mr. Sieling declares.

He suggests that his company's iced tea ollas not only make the iced tea visible but are in themselves so attractive they draw even more attention to the beverage.

Mr. Sieling indicated that in spite of rising costs of glass, brass for faucets, plastics for covers and other items, prices of the ollas are being held down to last year's levels.

Tanganyika tea production gains

Tanganyika tea production in 1956 is estimated at over 5,000,000 lbs.

This is 500,000 lbs. more than the record 1955 output.

South Africa's "all women" firm

(Continued from page 67)

grandparents already—farm at De Rust (i.e. "The Rest"), in the Cape Province.

Vice chairwoman of the company is Mrs. Rene Morkel, who lives near Cape Town. Other directors are Mrs. E. Grobler (Burgersdorp); Mrs. I. G. Visser (Bloemfontein), daughter of the last president of the Orange Free State Republic; Mrs. C. Botha (Durban); Mrs. C. Bosman (Pretoria); and Mrs. M. de Villiers (Breyten). There are no men on the board, and even the secretary is a lady, Miss Catherine van Wyk. The writer is public relations officer, with the pleasant task of getting all the gentlemen in business to assist the ladies—those in competition being, of course, unfortunately unable to oblige!

Friendly public relations is especially established with the very strong agricultural and social welfare women's organizations in South Africa, by serving tea and coffee at their functions and meetings and holding lectures on "women in business". The aim is further to make all 10,000 shareholders feel that they belong to a company which is something more than a money-making concern. This is done by holding pleasant tea-gatherings of members, and arranging household demonstrations for them.

Factory personnel is mainly men, although women are employed whenever available. The general manager has a life-time of tea and coffee behind him, and was drawn from another company.

Advertising agents are Van Zijl & Van Zijl, of Cape Town and Johannesburg, but general sales and publicity

policy has been entrusted under contract, together with transfer secretarial work, to Technical and Industrial Investments, Ltd., of Stellenbosch, a company acting in the same capacity for certain other South African companies in tobacco and liquor products.

This women's company also has an office in London, in the form of a pleasant locale called "Braganza Rendezvous", in New Bond Street, furnished authentically in 17th century period furniture, the style in use when Charles II and Catherine of Braganza reigned.

A South African girl, Miss H. de Villiers, is hostess at the "Rendezvous", her task being to give South Africans visiting London information and help with various shopping, accommodation, theater-booking and "what to see" problems. At the Rendezvous she serves guests Braganza Tea and they can relax, reading news from South Africa in newspapers flown to London daily. Many tourists returning to South Africa have written to our South African office commending this wonderful free service rendered them in London.

Tea acreage of producing countries

India has the largest area under tea, 774,621 acres.

Ceylon has 574,250 acres planted to tea, second only to India.

Indonesia has 191,420 acres devoted to tea, the third largest tea planting in the world.

Japan has 79,973 acres in tea, but produces a larger crop than Indonesia, which has more than twice the acreage.

Pakistan's tea area amounts to 74,362 acres.

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MEMBER: TEA ASSOCIATION OF THE U.S.A.

TEAS

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COLOMBO, CEYLON

W. P. PHIPPS & CO.
BATAVIA, JAVA

MANUEL SARAIVA JUNQUEIRO
MOZAMBIQUE, PORTUGUESE E. AFRICA

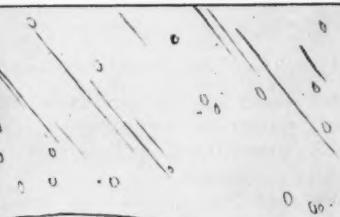
LIAZI AGRICOLA LTD.
MILANGE, PORTUGUESE E. AFRICA

CHUN HO COMPANY, LTD.
SHANGHAI, TAIPEH

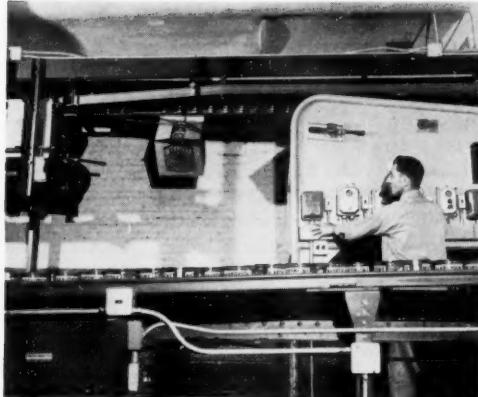
ALL AMERICA LOVES LIPTON TEA

LIPTON TEA

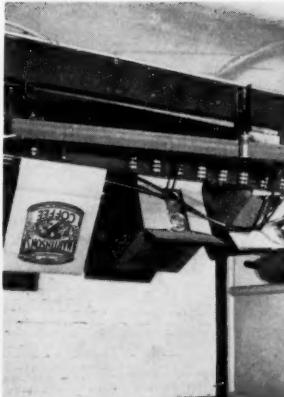
**brisk flavor,
never flat!**



Brisk Lipton Tea has such a lively, bracing flavor—it's no wonder more people drink it than any other brand. Year after year, constant, dependable quality has made Lipton America's favorite tea.



Left: Chief Engineer Peter Strentz stands by controls of carton unloader designed by American Can Co. and installed at plant of Jos. Martinson & Co., Inc., New York City. Cartons of empty cans, stored in area to left of picture, are placed on conveyor which brings them to carton unloader infeed. As cartons move forward on infeed



conveyor, flaps are plowed open. Center: Moving cartons are gradually inverted by spiral rail. Cartons are spaced close here for picture; normal spacing is greater. Right: Vibrating side rail spans cartons as vertical pin opens rear inner flaps, and cans fall from cartons onto receiving belt of unscrambler.

carton unloader cuts coffee plant costs

Now in operation at the Jos. Martinson & Co., Inc. plant in New York City is a new type of carton unloader, which when used in conjunction with a can unscrambler, facilitates the use of reshipping cartons and feeds up to 240 one-pound coffee cans a minute to filling lines.

The unloading apparatus was designed and manufactured by the American Can Co.

The use of such automatic unloading and unscrambling equipment reduces the manpower required for feeding containers from reshipping cartons at high speeds. Similar Canco-designed units have already been used successfully in the beer and the oil industries.

Cartons of empty cans are placed one at a time onto a conveying system which carries them to the feed-in conveyor on the carton unloader. As a carton advances along the feed-in conveyor, its flaps are plowed open and one flap is gripped between a pair of overhead transport belts.

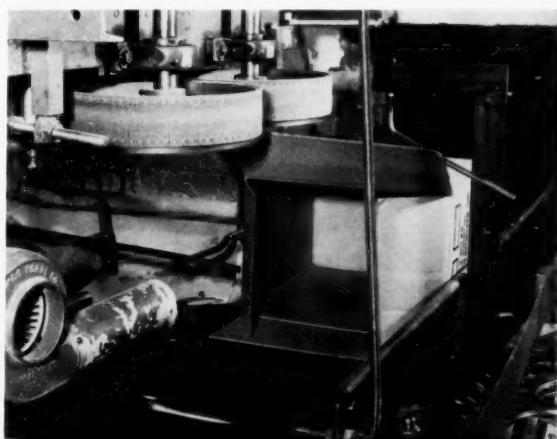
The transport belts, moving at a greater speed than the feed-in conveyor, slide the cartons one at a time along a spiral rail which inverts them and positions them for dumping the cans.

Cartons enroute through the unloader are "spanked" when they come in contact with a vibrating rail, thereby insuring can removal. A vertical pin opens the rear inner flap just as the carton reaches the vibrating rail.

The cans fall onto the receiving belt of the un-

scrambler and then proceed through the unscrambling cycle. The transport belts continue the empty carton's journey to a carton takeaway conveyor. Carton takeaway is given an assist by a blower located directly opposite the open end of the carton.

Cartons are discharged through the wall into a carton



Reshipping carton, emptied of cans, is deposited on take-away conveyor. Blower (lower left) gives it extra push, and carton slides down chute (rear) to packing station on floor below.

chute and slide to the packing station on the floor below. Undamaged, the cartons are repacked with filled coffee cans.

Located on the fourth floor of the Martinson plant, the can feeding apparatus supplies cans through three lines to the filling and closing equipment on the floor below. Only one man is required for the can-feeding operation.

New Stokes & Smith machine fills, seals over 350 sift-proof cartons per minute

Cartons made sift-proof without an inner-liner are now being filled and sealed automatically at the rate of over 350 per minute on the new Stokes & Smith Model EH Neverstop machine.

No inner-liner is required in achieving a sift-proof, air-tight seal, a development made possible by several unique design factors.

The cartons are first pre-heated just prior to the application of a hot-melt adhesive for the bottom seal. After filling, hot-melt adhesive is applied for the top seal and the carton enters a turn-around section on the conveyor preparatory to final drying. At this point, the adhesive on the side flaps of the carton is reactivated, the flaps sealed under pressure, and the carton passes through a refrigeration unit to set the adhesive quickly as it travels through the short drying conveyor.

The filling action utilizes a new vibratory feed mechanism, electronically controlled to assure filling accuracy, which permits speeds in excess of 350 cartons per minute.

As the product to be packaged moves down a vibrator trough to the cartons, it is automatically checked for weight on a scale pan. If product density or rate of flow varies from a pre-set weight, electronic controls automatically adjust the intensity of vibration of the trough to restore immediately the rate of flow to its pre-set level.

principal constituents of tea leaf

(Continued from page 69)

in fact phenol, or carbolic acid, which is one of the many simple members of this family of chemical compounds which we are now discussing, can be made into "bakelite" by condensing it with formalin. The highly condensed, complex molecules are usually described as "polymers".

It will be noted that it has been stated that this oxidation of compounds such as pyrogallol takes place under alkaline conditions. Pyrogallol mixed with acid will not take up oxygen, but certain enzymes or plant ferments can oxidize pyrogallol under mildly acid conditions.

The members of this family of compounds which occur in tea are most correctly called tea catechins, although they may also be called collectively tea polyphenols. Seven different distinct catechins have now been identified, and it is possible that others in small quantities will be found.

These catechins are soluble in water and a number of organic solvents, such as ethyl acetate. They are colorless and have an astringent bitter taste. When the juice from fresh undamaged tea leaf is freshly pressed out, it is

practically colorless and will slowly develop a red color on exposure to air because it will also contain enzymes which will start to ferment or oxidize the juice as soon as it is squeezed out. If the leaf is first steamed to kill the enzymes, juice pressed out from it will remain pale in color for a considerable time, especially if a few drops of battery acid or even lime juice are added to it.

The juice will not, of course, be completely colorless because other coloring matter, including chlorophyll—the green coloring matter of the leaf—will also be squeezed out with the catechins. If a few drops of alkali—even a solution of washing soda—is added to the juice, it will immediately begin to absorb oxygen and become first yellow and then dark brown. The changes will be slower in the fresh juice containing the active enzyme, and the transition from yellow to reddish yellow (orange or "newpenny") and then after some hours dark brown, can be observed without difficulty.

The measurement of the amounts of the individual catechins involves weeks or even months of tedious chemical analysis. The catechins are, however, easily oxidized by chemicals which are oxidizing agents—substances such as potassium permanganate or hydrogen peroxide, and a rough estimation of the quantities present in any sample of leaf may be carried out rapidly by oxidation with potassium permanganate and expressed as "total oxidizable matter" or T.O.M. We will, therefore, abandon the regular use of tongue-twisting words such as "catechins" and use the simple term "oxidizable matter".

(To be continued)

tea cartons are brighter

(Continued from page 73)

basic design or cutting into the impact of its product identification.

The design uses Ehlers' red, white and blue logotype against a background of gold Foiline aluminum foil laminated to boxboard by a special process. The number of tea bags in the package is indicated on each panel.

The cartons have tuck tops for easy opening, and sealed bottoms.

The Astor cartons, in four-color printed design, have illustrations of the product in use, set up so that retailers can use the cartons in merchandising displays any season of the year.

A cup of hot tea is shown on one panel, a glass of iced tea on another.

The Wilkins packages have glued end panels, one of them perforated to form a reclosing device after the carton is opened. The top flap of this panel can be tucked into a die-cut opening in the lower flap.

The foil, which is silver on the Wilkins cartons, is part of the blue, white and red printed design. An oval logotype has a "W" worked into its outline. The number of tea bags in each carton is shown on an outline of a tea bag.

To make the carton adaptable to display shelves of various sizes, the design is printed horizontally on one side, vertically on the other.

Brewing directions for both hot and iced tea are printed within the logotype on one end panel.

THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

clove leaf oil in Madagascar

By BERNARD P. CHAMON

Madagascar, our only source of clove leaf oil, is the fourth largest island in the world. Picture a country that would stretch from Ottawa, Canada, to Savannah, Georgia, and inland as far as Kentucky and Tennessee.

Clove production is centered around Tamatave, the island's largest port, located on the east coast. It is a beautiful tropical city, with palm-lined avenues and many whitewashed buildings that give it a typical colonial atmosphere.

The import and export business there is mostly in the hands of Europeans, with some Indians and Chinese also well entrenched in the business. More or less all of the exporters handle clove leaf oil, cloves and coffee, among other Madagascar produce. None of them is actually a distiller of the oil, nor are they growers of spices and other products they export.

The principal export product of the port is coffee, which heretofore was mostly sent to France, but which during the last few years has been shipped in increasing quantities to the U. S.

Rice ranks second, with cloves and clove leaf oil next.

The port of Tamatave has all the facilities and conveniences you would expect to find in the most modern port today. The entire installation is electrified and handles about 450,000 to 480,000 tons of freight in and out in a year.

Cloves and clove leaf oil are produced in large part by native Malgache farmers, and to some extent by Chinese and a few white colonists. Clove trees grow profusely in the area just north of Tamatave. Fenerive, Maroantsetra and Manaanoro are the principal trading centers, with the island of St. Marie, just off the coast, also an important factor. It is on this small island that clove trees were first introduced in Madagascar from Reunion at the turn of the century.

Clove leaf oil was first distilled and exported on a commercial scale in 1911 when 872 kilos were exported. Since then exports have reached 600 tons and more annually. It is still a native production and will probably always remain so due to the fact that transportation and labor are real problems for such low cost items.

A native will work only when he can make good money (in his estimation) and when he is obliged to. There have been times when the Malgaches have almost



A distillation still of the type used for processing clove leaf oil in Madagascar. Clove production centers around Tamatave.

completely abandoned the production of clove leaf oil and shifted entirely to rice because the clove leaf oil was selling too cheaply.

The clove tree leaves are harvested by women and children, as well as men. Until a few years ago, the harvesters would sometimes strip an entire tree when the price of oil was high. This, of course, was detrimental to the next clove bud crop. Now, the Madagascar government plans to control the amount of leaves which can be picked and the time at which they can be gathered. The harvesting season would then be limited to last from February to June, after the clove bud crop and before the coffee crop.

The oil is generally distilled in crude, sheet iron stills in the proximity of a river or spring. Direct fire stills are all that are known to these people. The lower half of the still is buried, usually on a hillside, which permits the construction of a stone hearth under the apparatus. The stills have a capacity of 600 to 650 lbs, and the leaves are distilled for 18 hours. After the water comes to a boil they yield approximately, 2% under the usual conditions which are, of course, far from ideal.

The first leaf distilled oil, normally yellow in color but blackened because of the use of iron stills, is brought by the small native distiller to the local Chinese middleman or his agent. It is said that the shrewd Chinese

pays the illiterate Malgache cash for his liter or two of oil, contending that one liter equals one kilo whereas actually it weighs 1.65 kilos. The Chinese will accumulate many such liters or small cans of oil, dumping them into large, used oil drums. The Chinese collectors vary in the extent of their operations—some handling as many as 15 to 20 drums of oil, others only one or two drums. These Chinese are at the same time shopkeepers, and they frequently go themselves to Tamatave to sell their oil to the exporters, or they have arrangements with Chinese agents in Tamatave who daily make the rounds of the exporters and are thereby extremely well posted on the world markets for clove leaf oil.

Chinese are great speculators, and if they feel that the market will rise or that there is much interest in the oil among the exporters, they will often sit on their stock until such time as they can obtain a price they consider sufficient. When that price has been attained, it is not infrequent that large "hidden stocks" then appear on the market only to make the price drop again quite rapidly.

During the cyclone period in 1956, which normally runs from February to May or June, three very heavy storms hit the east coast of Madagascar. Clove trees were considerably damaged and transportation by road from Tamatave to Fenerive was completely cut off. The road between these towns crosses nine rivers, and the heavy flooding which followed the cyclones wiped out all of the nine bridges.

I was fortunate enough to be able to rent a small Piper Cub type of plane from the Aero Club in Tamatave, with the thought that I would go to Fenerive to get a better idea of the damage caused by the first cyclone of the year. It was a good idea, but as we approached for a landing at Fenerive, we saw three or four people at the grass field airport waving us off. Coming in closer, we could see that the field was completely flooded and under at least a foot to 18 inches of water. Not being amphibious, we decided instead to try to get an aerial view of the storm area. From the air we were able to see that many trees had been felled by the wind. Others that had withstood the force of the gale, were almost bare of leaves.

All in all, it was clear that damage even from this first storm had been very severe.

Before it is allowed out of the country, clove leaf oil is checked for quality by the government laboratory at Tamatave. No shipment, large or small, can be exported from Madagascar without having a preliminary laboratory analysis. Samples are drawn from each drum and held by the government authorities for future reference.

Cloves are also carefully examined by the authorities before exportation. I witnessed the checking of one lot for the purpose of grading and was amazed to see how carefully the sampling was done. The grading was carried out just as conscientiously.



COFFEE & TEA INDUSTRIES and The Flavor Field

**New York City to be host
to FEMA for flavor group's
48th annual convention**

New York City will play host to the 48th annual convention of the Flavoring Extract Manufacturers' Association of the United States, May 19 - 22nd, at the Hotel Roosevelt.

Robert Krone, of Fritzche Brothers, Inc., chairman of the convention committee, announced that an informative and diversified program is being arranged.

Included is a hospitality party Sunday afternoon, a golf tournament at the Baltusrol Country Club, Springfield, N. J., on Monday, followed by an evening of dining and dancing at the famous "Latin Quarter," and other interesting events for the ladies and non-golfers.

The president's reception will be held as usual on Tuesday evening, followed by a dinner-dance in the main ballroom of the Hotel Roosevelt.

The chemists' breakfast will be the first order of business on Wednesday morning, May 22nd. This will permit informal discussion of various technical aspects of the extract business with special emphasis on the FEMA Research Program.

Other members of the convention committee are: entertainment, John B. Mulligan, Candy Industry & Confectioners Journal; program, Dr. A. S. Wendt, Fred Fear & Co.; golf, F. J. Lueders, George Lueders & Co.; registration, William X. Clark, Sterwin Chemicals, Inc.

**Triest named 1957 president
of Vanilla Bean Association**

William H. Triest, of the Zink & Triest Co., Philadelphia, was named president of the Vanilla Bean Association of America at the organization's annual meeting and banquet, held at the Gramercy Park Hotel.

E. Vina, of Thurston & Braidich, New York City, was elected vice president.

J. Manheimer, of the company bearing his name, was elected treasurer.

Directors are J. Schmidt, of Dammann & Co., Inc.; J. R. Maxwell, Camax Co.; and H. Salomon, F. Huber Co.

**Hottinger tells high school students
about flavor, coffee, tea industries**

William H. Hottinger, Jr., a past president of the Flavor Extract Manufacturers' Association and a former officer of Bowey's, Inc., Chicago, is still keeping active in the interest of flavors, even though he is retired.

He has given a series of talks to business economics classes as Santa Cruz High School, Santa Cruz, Calif., where he now lives.

His talks have covered trade practices in the flavor, coffee, tea, and spice fields, among others.

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medicine's changing attitude on spice

By DR. JAMES R. WILSON, Medical Consultant
American Spice Trade Association

Doctors are changing their attitude toward the use of spices in foods, Dr. James R. Wilson reported to a meeting of the board of directors of the American Spice Trade Association. Part of that report is quoted here, from ASTA's lively Spice Letter. The report is powerful testimony to the power of facts—facts first painstakingly determined and then fully and freely presented.

For years the spice people have been irritated by the fact that physicians arbitrarily and without specified reasons often used the statement, "And no spices, of course." I worked with the Research Committee of the American Spice Trade Association on this matter.

First we reviewed the medical literature with great care and found no evidence that there was a scientific basis for such a sweeping restriction.

The next question was, "Could we bluntly tell the medical profession that they had been wrong all these years?" This did not seem good judgement. Instead, it was decided that we should proceed to find a way in which spices could be used to advantage in at least one type of serious illness. By demonstrating this to the profession, we hoped they would convince themselves and change one of their old habits.

At the time, low sodium diets were of great interest. Our first obvious job was to determine the sodium content of commercial spices. In this we were exceedingly fortunate to be able to arouse the interest of Dr. Elvehjem and an associate. They did the necessary studies in the laboratories of the Graduate School of the University of Wisconsin. This report was promptly accepted by the Council on Foods and Nutrition of the A.M.A., and this was followed almost at once by the incorporation of the new information in the American Heart Association's booklet, "Food for Your Heart." Shortly thereafter, the same material found its way into a great number of cookbooks dealing with the low sodium diet. Thus it came about that certain spices became acceptable in the die of heart patients.

This started a chain of events.

Encouraged by the response which followed the Wisconsin report, the Council's statement, and the acceptance by the Heart Association, we proceeded to give thought to other places where spices might help the physician to get better acceptance of his therapeutic diets.

Spices are practically never used by patients with ulcers of the gastro-intestinal tract. But ulcer diets are very uninteresting and it is difficult to induce patients to stick to them. If it could be demonstrated that even a few of the spices could be used properly in ulcer diets, it would

be very helpful indeed, and would help make these diets better tolerated by the patients.

We were fortunate, therefore, in interesting the head of a famous Department of Gastroenterology at one of our oldest eastern medical centers in this matter. A little over three years ago, he undertook a study of the effect of spices in amounts ordinarily used on the healing time of gastric ulcer. The results at the end of the first year were so good that he and I were worried for fear they would be regarded as a whitewash for spices. For this reason, the studies were continued for two more years. The results will be published soon in the Journal of Gastroenterology. This report, coming as it does from an institution noted for the quality of its scientific work, should have a far-reaching effect.

About a year and a half ago, when the Committee on Nutrition of the American Heart Association was giving consideration to the types of research it would sponsor, the following question was proposed: "Would the Committee consider as being worthy of support by the American Heart Association studies of ways and means of improving the acceptability of therapeutic diets?" The opinion expressed at the meeting clearly indicated that one of the major problems of therapeutic diets was getting patients to eat them, and that anything that could be done to improve patient acceptability of therapeutic diets would be valuable work indeed.

With this information in hand, the support of the American Spice Trade Association was obtained. A grant was recommended by the Research Committee and approved by the Board. The grant was made to the head of the department of dietetics at another equally famous eastern medical center. With the full support of her hospital superintendent and the head of the Department of Medicine, a series of studies of ways and means of improving the acceptance of therapeutic diets by the use of spices is now under way.

News of these activities in various highly respected centers has already started to spread among the profes-



New blue and yellow screw caps are on glass jar line of 31 spices and seasonings packed by Cain's Coffee Co., Oklahoma City. Owens-Illinois supplied closures and 2½ oz. round jars, which have light stippling above and below indentation for four-color wrap-around label.

sion. Segments of the U. S. Public Health Service, the American Heart Association, the American Dietetic Association and the American Medical Association have given preliminary consideration to an educational program which, it is hoped, will help make special diets for heart patients more acceptable.

All of these things indicate how the attitude of a professional group is changing. The change is coming about not by connivance but by the very honest procedure of getting the facts and placing them on the table face up before a discriminating and critical audience.

Spice Millings

FDA changes procedures on nutmeg, mace reconditioning; ASTA asked investigation

The Food and Drug Administration has changed its procedures on reconditioning of nutmegs and mace, according to a notice issued by H. P. Cragin, acting chief of the New York District.

The action came after the American Spice Trade Association urged FDA to investigate reports that the residue of distilled nutmegs was being sold as ground nutmeg.

M. R. Stephens, director of FDA's Bureau of Enforcement, lauded ASTA's efforts, and said they coincided with FDA's objective, "to supply the American consumer with the cleanest spices, seeds and herbs possible."

Instead of accepting an affidavit that mace and nutmegs have been distilled and the residues destroyed, FDA will now actually supervise the process, the notice indicated.

New company formed to process sesame seeds by new process

A new method that decorticates sesame seeds in two hours as compared with the usual ten days has been developed by I. Charles Lucidi, who has formed a new corporation that is building a \$200,000 processing plant in Fresno, Calif., on the basis of this method.

Associated with Mr. Lucidi in the venture are two San Francisco food brokers, William C. Danielson and Frank J. Frelson, it was reported. The firm, Cal-Sesame

Products, plans an initial 2,000 acres of sesame, the first grown in the San Joaquin Valley, it was stated.

They will process 2,000 tons of seed the first year and 8,000 tons the following year, when an oil mill will be in operation.

Named directors of Van Loan & Co.

Victor E. Figlar and Walter F. Scherer have been elected to the board of directors of Van Loan & Co., Inc., New York City, it has been announced by John Max Weyer, president.

Mr. Figlar is vice president and Mr. Scherer is assistant secretary of the company.

Passing of Manfred Levy mourned by spice trade

The spice trade is mourning the death of Manfred O. Levy, vice president of the Levy & Levis Co., Inc., after a seven-week illness. Mr. Levy was 68.

He had been associated with the Levy & Levis Co., New York City spice dealers, for 54 years.

He is survived by a brother, a daughter and three grandchildren.

Betner, Jr. named by Continental Can

Benjamin C. Betner, Jr., formerly vice president in charge of the Continental Can Co.'s Shellmar-Betner Division, has been appointed vice president in charge of sales for Continental's glass and plastics divisions, it was announced by Thomas C. Fogarty, Continental president.

Ray C. Schenk, formerly control officer of Continental Can, has been appointed general manager of the Shellmar-Betner Division.

Both men will report to Lawrence Wilkinson, executive vice president of the glass and plastics divisions.

Cups of green coffee plague Fairbanks

Fairbanks, Alaska, has some rugged problems in living. One of them is beverage coffee which comes to the table green in color.

The reason, according to an AP report, is water heavily contaminated with compounds of iron, manganese and calcium.

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San Francisco Samplings

By MARK M. HALL

■ ■ The coffee market has sustained a steady rise since the early part of last December, with some hesitating during the middle of January.

Brazils have been more steady than milds, and with the spread that exists between them today (as of this writing) the milds are said to be in the more vulnerable position.

The weakness which was anticipated when the bulk of the Central American crop came in did not materialize; instead the period showed strength. This was no doubt due to the fact that Salvadors, Costa Ricans and other milds were pretty well sold out for that time of the year. The pressure was off the producer and exporter, and he was now in a position to take advantage of market strength.

Roasters seem to have anticipated their needs better in this area, and there was not the frantic buying which appeared in the East. The demand has been good, and green men look forward to market strength in the near future. One character of the market is that low grade Africans are selling freely. Robustas are said to be more and more in demand by the secondstring vacuum packers. The big packers are just holding their own, and of necessity working on narrow margins even when coffee is retailing at \$1.09.

With demand good and stocks reduced here, spots and nearbys are about the same. Futures quotations on Brazils, with little spread, show the confidence in this year's prices, but leave market fluctuations of milds in doubt.

Downgrading of vacuum pack and high prices of top quality is said by some to be turning the public to in-

stincts. Public taste is in danger of being downgraded along with its coffee, these sources say, which would not be good for the industry.

■ ■ J. B. S. Johnson, Jr., was elected president of Otis-McAllister & Company at their annual meeting. Mr. Johnson, who assumed his new office January 1st, has been associated with the company for over 12 years, having served abroad and in their New York and San Francisco offices.

Jack B. Berard and Robert B. Fox were elected directors of the company.

J. B. S. Johnson, Jr., is presently making a business trip through Europe, Africa, Brazil, Colombia and Central America.

In view of his new duties, Mr. Johnson felt it necessary to resign as chairman of the steamship committee of the Pacific Coast Coffee Association. John Beardsley has accepted the position, and will hold the office for the balance of the 1956-57 term.

■ ■ Caswell's is not exactly moving into the production end of the green coffee business, wisely leaving that to the Latin American countries, where soil and altitude is more adaptable—but if loving care of a coffee tree is a requisite, they could make a start. In the firm's reception room stands a coffee tree—with one lone coffee bean bravely hanging on in a struggle for survival.

George Malmgram is giving it tender care, fertilizing, pruning and watering according to the best standards. If that bean survives, it will be an achievement of no mean proportions.

■ ■ John Cognetta has moved, not for the proverbial reason of the rent collector, but as some of his associates intimate, and he does not deny, because his pet cat did not thrive in the low

altitudes of Russian Hill. So now its Millbrae Highlands, down the Peninsula. There was also the question of the health of his pet parakeet, but it does not seem to be doing so well at the new home, and John is worried.

It is a great life in the country. John is bricklaying without a union card, has a sore back from gardening, and his hands are so calloused he can hardly raise a cup of coffee to his lips.

It will take some time before John can enjoy his beautiful view, his lovely, large house and his rumpus room, which could take care of a W.S.T.A. picnic. The first year in a new home is always the hardest.

■ ■ Manny Rosen's wife, Maureen presented him with a baby boy last November. His office at M.J.B. is just about getting back to normal. The youngster was named Monte. Wits at the office suggested that the next boy be called Carlo. Then they could be referred to euphoniously as Monte Carlo. (Notify Princess Grace Kelly Rainier.)

■ ■ Last month the Western States Tea Association elected Eugene Lynch, of Henry P. Thomson, Inc., its president. New directors are Tom Moss, Paul Ahrens and Marion Sanders. Larry Meyers was retained as secretary and treasurer. Bob Manning is the retiring president.

Larry, in making his report on finances, stated that there were \$600.00 in the treasury. A debate arose as whether to spend it or keep it. Business organizations, like governments, have a hard time hanging on to surpluses. A suggestion was made to give some part of it to charity. That was voted down as a bad precedent. Larry proposed that some move be started to promote tea interest and consumption. The idea took hold, and it is to be expected that in the future the influence of the organization will be more felt.

In return for his good services in
(Continued on page 87)

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New York News

■ ■ Ground has been broken and construction is underway on the new Savarin Coffee plant being built by S. A. Schonbrunn & Co., Inc., at Ruby and Grand Avenues, Palisades Park, N. J.

The building will be a modern, one-story structure, with 130,000 square feet for plant and office space.

It will include a soluble coffee processing operation, and will mark the entrance of Savarin Coffee into the instant coffee field.

The 20-foot high building will be made of pre-stressed concrete, which offers many advantages over steel in fire-proof qualities, clean and dust-free expanses, etc., it was pointed out by John Mazzei.

Equipment in the plant will be the most modern and efficient available, it was emphasized.

Target date for completion of the plant is October 1st.

■ ■ To confound the gremlins and put the record straight, the East Coast Coffee Corp. is located at 601 West 26th Street.

The advent of this company in the field of soluble coffee trade processing was reported in these columns last month.

Heading up East Coast Coffee is Hillel A. Horwitz, president, and Max Apfelbaum, secretary-treasurer.

Behind this soluble coffee operation, as we pointed out, are more than 60 years in green coffee, roasting and blending.

■ ■ John Heuman, manager of the green coffee division of the Continental Coffee Co., is flying to Africa this month for a five-week tour of the coffee producing areas.

He will take in Madagascar, Kenya, Ethiopia, Tanganyika, Ivory Coast, Belgian Congo and Portuguese West Africa.

He will be accompanied by Walter Belinky, general sales manager in the

roasted coffee end for Continental.

■ ■ About 35 coffee people had a week-end look at coffee growing last month when they flew to Cuba for visits to coffee plantations and processing operations.

The trip was arranged by Gregory L. Martinez, Jr., secretary-treasurer of Carl Borchsenius & Co., Inc., and was sponsored by the Gold Prize Coffee Co., Chicago.

Among those making the trip were coffee roasters and jobbers and roasted coffee salesmen from New York City, New Orleans, Chicago and Detroit.

Government and coffee industry officials in Cuba greeted the delegation warmly and cooperated readily in making local facilities available for visits.

■ ■ An expanded promotional campaign to increase world coffee consumption was called for by Dr. Luis Morales-Gomez, Minister of Finance of Colombia, who was visiting the United States.

Speaking to a group of U. S. businessmen, coffee leaders and others at a reception given in his honor by the Pan-American Coffee Bureau, Dr. Morales-Gomez expressed the hope that all member countries would soon agree to increase their contributions to the Coffee Bureau and that Latin American producers would be joined in the promotional program by African growers.

■ ■ Wills O. Isaacs, Minister of Trade and Industry of Jamaica, was a visitor to the United States recently. He said Jamaica has acted to stimulate capital investment on the island by American food processing companies.

■ ■ Geoffrey Wetherell, manager of the Mitchell Cotts operations in Ethiopia, visited New York City last month, principally in connection with Djimma coffee. Representing Mitchell Cotts in New York is the Greene Trading Co., Inc.

■ ■ George P. Bott & Co., formerly at 90 Wall Street, have moved to new and larger quarters at 120 Wall St.

■ ■ Moore - McCormack Lines have announced the promotion of Howard S. Kennedy to assistant freight traffic manager for the company's West Coast Pacific Republics Line. He will operate out of New York.

The new position was created as a consequence of the increased service resulting from the acquisition by Moore-McCormack of the Pacific-Argentine-Brazil Line.

■ ■ Jackie Robinson has signed—not with the Giants, but with Chock Full O' Nuts.

The former Dodger star, who was traded to the Giants during the winter, signed a two year contract with the coffee firm as vice president in charge of personnel. Mr. Robinson's duties will be entirely in the personnel field and, at the moment, do not include his return to baseball.

Chock Full O' Nuts has stated that its sales of vacuum-packed coffee represent about two-thirds of the company's annual volume.

■ ■ The spice industry night held at the New York Athletic Club last month was a thumping success, if attendance and enjoyment are any indications.

On hand were 137 members of the spice trade, who came in spite of cold and snow.

Bowling, always popular among the spice men, drew 65 contestants, with high score going to Bill Martin, Sr., of Wm. E. Martin & Sons Co.

The gathering, which included dinner, was arranged by the membership committee of the American Spice Trade Association and was sponsored by Mr. Martin.

■ ■ New York City is a coffee-drinking town. In case anyone tries to tell you otherwise, here are some statistics compiled for the Port of New York Authority.

There are some 7.9 million coffee devotees here, who consumed, in 1953, the staggering total of 7.0 billion cups of the beverage!

Coffee constitutes 10% of the Port's general cargo imports. The 1953 total was 9,650,000 bags.

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New Orleans Notes

By W. MCKENNON

■ ■ A holiday party was held at the Board of Trade for members and their guests at the year-end. A good attendance was noted, and J. W. Gehrkin of R. E. Schanzer, Inc., general membership chairman, and John Dupuy, Jr., Dupuy Storage and Forwarding Corp., entertainment committee chairmen, were complimented on their part in the arrangements.

■ ■ Larry Guerin, director of public relations for the Lykes Brothers Steamship Co., Inc., here, was elected president of the New Orleans chapter at the annual meeting. Other officers elected were J. H. Mattox, Jr., first vice president; J. Mason Guillory, second vice president; and William R. Snolkin, secretary-treasurer.

■ ■ The Louisiana Tourist Welcome and Information Centers which have been set up along the state's major highways by the Louisiana Department of Commerce and Industry is continuing its "coffee for tourists" program. To date, the coffee they serve to all tourists who make inquiries at these centers has been furnished by the Wm. B. Reily & Co., Inc.

There are six of the centers, and 300 cups was served in one day at one of them.

■ ■ Private funeral services were held here in January for Salvador D'Antoni, honorary chairman of the board and one of the co-founders of the Standard Fruit and Steamship Corp., who died at the age of 82.

Mr. D'Antoni had retired from active participation with the company several years ago.

He came to this country from Italy as a youth, later became associated in business with the late Joseph Vaccaro, and helped organize Vaccaro Brothers & Co.

During World War I, Mr. D'Antoni went to Washington as a "dollar-a-year" man with the Secretary of War office. He was later decorated by the government. In 1924 he co-founded the Standard Fruit and Steamship Corp. He became president in 1932, then chairman of the board.

Survivors include his widow, the former Miss Mary Vaccaro; two sons, Dr. Joseph S. D'Antoni, president of the Standard Fruit and Steamship Corp., and Blaise D'Antoni; two daughters, Mrs. Rosina D'Antoni and Mrs. Bowman Cannon.

■ ■ Among visitors here making their

headquarters at the American Coffee Co. for the Sugar Bowl Festivities were: Carl Shorter and Robert Jones, of Carl Shorter and Co., Memphis; Willard Randolph, of Carl Shorter & Company, Jackson, Mississippi; Mr. and Mrs. Ray Dillard, Mr. and Mrs. Carl Koleas, Mr. and Mrs. Frank Colvin and Howard Frisbee, of Malone & Hyde Wholesale Grocery Co., Memphis; Hr. and Mrs. Allan Robinson and Mr. and Mrs. A. Milani, of Malone & Hyde Wholesale Grocery Co., Tupelo, Mississippi; Mr. and Mrs. Nathan Finkelstein, of J. Weingarten, Inc., Houston.

■ ■ Austin A. O'Brien, retiring president of the New Orleans Green Coffee Association, will serve on the board as a director until such time as his successor ceases to be president.

As reported here last month, John J. Cummings, Jr., was elected president at the annual election, and board members were named.

Claire Sauter will continue as secretary and Louis J. Castaing was appointed Treasurer.

■ ■ Coleman W. Hull, of J. Aron & Co., Inc., New Orleans, was away for the Christmas holidays, traveling in the West Indies.

■ ■ William Walker, freight traffic representative for the Delta Line, is visiting Kansas City, St. Louis, Denver and other cities, on business.

■ ■ David Kattan recently flew to Honduras, where he visited his parents, the Antonio Kattans, and also made business contacts.

■ ■ Mr. and Mrs. W. H. Kunz, of W. H. Kunz & Co., have returned from a visit to Jamaica.

■ ■ January saw stepped-up newspaper lineage here in coffee advertising. Luzianne Coffee was promoted with a full-page ad in each of the three daily papers on January 1; no prices listed. Union Coffee and Chicory was advertised at 77¢ per pound in grocery ads. American Deluxe Coffee in vacuum packed cans was advertised at 69¢. Capital Brand Coffee and Chicory was advertised at 57¢ per pound bag. Natco Instant Coffee was advertised at \$1.69 for the 6-ounce jar.

St. Louis

By LEE H. NOLTE

■ ■ The Christmas party of the St. Louis Coffee Club was held at the Coronado Hotel and was attended by 45 couples.

Equipment to buy?
Equipment to sell?

Let the classified column of COFFEE
AND TEA INDUSTRIES help you.

As the members and their guests entered the ballroom, each lady was presented with a number for the drawing of prizes and was also given a Lazy Susan made of copper.

The capital prize of the evening was a Cory Crown Jewel Coffeemaker. A number of other prizes were drawn by the ladies.

This was strictly ladies night: all prizes went to the ladies and none for the men.

A four-piece orchestra entertained the guests from 9 p.m. to 1 a.m., and everybody had a wonderful time.

Billy Shields was there, and as usual enjoyed the dancing.

We again salute Gene Crowson and his committee for the fine party they arranged.

Southern California

By VICTOR J. CAIN

■ ■ Mr. and Mrs. Ted Lingle, of the Lingle Bros. Coffee Co., and accompanied by Mr. and Mrs. William Waldschmidt, of Hard & Rand, Inc., New York City, spent the New Year's holidays in Las Vegas, enjoying the fine entertainment provided by the fabulous hotels.

■ ■ William Waldschmidt, of Hard & Rand, Inc., New York City, recently announced to the Los Angeles coffee trade their intentions of opening a local office. Don Harvey, formerly of Otis-McAllister, was selected as manager of the Hard & Rand office in Los Angeles.

■ ■ Certified Grocers of California, Ltd., recently announced that they intended putting out a new economy vacuum can, to compete with other low priced can coffee. From the information gathered regarding this venture, it should be a great success.

■ ■ Mr. and Mrs. Andrew S. Moseley spent the holidays at their desert home.

■ ■ Mrs. and Mrs. William A. White, of the Huggins Young Coffee Co., went on a hunting trip to Mexico.

■ ■ Bill Morton, of W. J. Morton, Inc., recently took a trip to San Francisco, to call on the coffee trade.

■ ■ The Jewel Tea Co., Inc., under the watchful eye of Charles Nonemacher, recently completed the tremendous move of household and sundry items from their local warehouse to the newly constructed warehouse in Anaheim, Calif. This now allows greater room for storing green coffee and for the expanding roasting business.

■ ■ John E. Mack, of the E. B. Ackerman Co., Inc., recently made a trip to Guatemala to look over their coffee plantation.

■ ■ The Los Angeles Coffee Club recently held an election of officers, and

C. H. D'ANTONIO & CO.

Coffee

BROKERS • AGENTS
203 Board of Trade Annex, New Orleans, La.

Don Harvey, of Hard & Rand, Inc., was unanimously elected president for the year 1957.

Bob Landon, of H. O. Knecht & Co., was elected as secretary-treasurer for the same period.

Minneapolis

By HARRY P. RILEY

■ ■ The Northwest Coffee Association elected officers for the coming year at an annual meeting and banquet held at the St. Paul Athletic Club.

The following officers were elected: president, Willis Krumpelmann, New York Tea Co.; vice president, John Lambros, Jr., M. B. Coffee Co.; vice president, Paul Bentzen, restaurant division, Osgood Coffee Co.; Secretary and treasurer, Eb Rendahl, Super Valu Stores, Inc.

Elected to the board of directors were Robert M. McGarvey, Jr., McGarvey-Atwood Coffee Co., Inc.; Ted Berendsohn, Baker Importing Co.; James Holt, Otto C. Holt Coffee Co.

Chicago

By HARRY LANE

■ ■ Christmas, 1956, is long gone now, but we thought you might like to hear about one Midwestern firm's holiday gift to its customers and friends, since it involves an item near and dear to our hearts—coffee.

Shortly before Christmas, we happened to be visiting the Chicago offices of the Paul J. Steffen Co., advertising agency for the Sellstrom Manufacturing Co., Palatine, Illinois, makers of head and eye and welding helmets. Our eyes happened to spot one of those old-fashioned coffee mills, decked out in gay designs and looking quite out of place in those surroundings. So—being of a nosy nature and also smelling the makings of a story, we asked questions.

Turned out that the Sellstrom firm has imported several hundred of these coffee mills from Western Germany and was giving them to its customers along with a half-pound selection of each of four different types of coffee—Santos, Bogota, Maracaibo and Guatemala. The latter were packed in old-fashioned apothecary jars, so popular with homemakers and decorators today.

To complete the package, the Steffen ad agency cooked up a handsome greeting card titled "A Christmas Gift For You!", which contained plenty of warmth and folksiness appropriate to the season, all without any "hard sell" about the giver (as a matter of fact, the Sellstrom name did not appear anywhere in the message; a company business card was included for identification purposes only).

The contents of this card were the sort of thing that should appeal to anyone in this business of ours. So we should like to pass them along to you:

"COFFEE! A lot of wonderful ingredients (good fellowship, laughter, presents under the tree, children carol-



Coffee mill Christmas gift

ing, decorations) go into the making of a truly merry Christmas . . . and, in the same way, a blend of several fine ingredients goes into the making of a truly delicious cup of that world-popular brew—COFFEE!

"The very heart of the pleasure most of us derive from a cup of a just-right blend, experts say, is its 'bouquet' or aroma. (Like the mouth-watering fragrance that 'whooshes' out when you open a new tin of coffee!) And that bouquet, of course, is at its peak of perfection at the moment the lush brown beans are ground.

"BUT—just as sleigh rides, taffy pulls, bringing-in-the-Yule-log and other delightful customs of an old-fashioned Christmas are missing from the present holiday scene, so has the once popular coffee grinder become conspicuous by its absence in the modern home."

San Francisco

(Continued from page 83)

the past as president, Bob Manning was presented with a valuable merchandise order on a prominent jewelry and silverware concern in San Francisco.

Among visitors was Robert W. Ruth, of J. B. Ruth & Co., Los Angeles.

Werner Lewald's ships raised their rates in from Colombo, so the old cry was raised: 'when do we get our next ship tea party?"

■ ■ After 25 years in one spot, at 227 Front Street, B. C. Ireland, Inc., has moved to larger and more attractive headquarters at 241 California Street, still in the heart of the green coffee district. Increase in personnel and continued expansion made the move necessary, according to Frank Frelleson. An invitation is extended to friends to visit and look the new offices over.

■ ■ Chuck Cecil, of the Weidom Emigh Co., spent last month flying about Central America.

■ ■ Yan Vonk is the new coffee man located at the San Francisco offices of Internatio-Rotterdam, Inc. He comes from coffee department of his company's New York office. Douglas Wood, will be his associate.

■ ■ The California Commodities Corp. is the new export-import firm organized by men well known in this field. They are J. H. vanDam, formerly vice president of Internatio-Rotterdam, Inc.,

Paul L. Pollaczek, formerly export manager for Latin America of Ziel & Co., and Peter Gavigan. Their office is located at 214 Front Street. They will trade in all types of commodities, including coffee and spices.

■ ■ H. K. Grady, of Moore-McCormack Lines, informs coffee men that with the acquisition of the P.A.B. Lines, they will have a greater frequency of arrivals, about two coffee ships a month. Ships will be discharged at Piers 15 and 17. Grady claims that with these new facilities, better service can be rendered to shippers.

■ ■ The Grace Line has realigned its executive talent both on the Pacific Coast and in the New York headquarters, according to president Lewis A. Lapham. The three primary divisions—Caribbean, West Coast of South America, and Pacific Coast—will each have a vice president. Ernest R. Senn is vice president in charge of operations on the Pacific Coast, with headquarters in San Francisco. D. N. Lilevand, also a vice president, will head operations here. Seattle, Portland and Seattle, instead of being branches of the parent company, W. R. Grace & Co., will be branches of the main office at San Francisco. A similar reorganization takes place at the other divisions.

■ ■ Roy Cuneo, of the coffee department at M.J.B., in addition to his many achievements now has the distinction of being the chief wine maker, and that includes tasting, at his father-in-law's estate at Healdsburg. He says you can't buy a better blend than Cuneo's.

■ ■ Mrs. Jo Bransten presented Jo with a sporty new Mercedes Benz last Christmas. That will give him a distinction not possessed by other presidents of coffee concerns in San Francisco.

■ ■ Clayton Shellhoss has been elected to the senior board of directors of McCormick & Co., Schilling's Division, as was Ron Irwin. Both Ron and Clayton were on the junior board. Clayton, who was at one time head of human relations at Schilling's, is now assistant Controller. Ron is the San Francisco regional sales manager for all Schilling's products.

■ ■ D. Rae TeRoller, former vice president and general manager of Manning's, has been elected president of the restaurant, coffee and bakery firm. E. M. Manning, Jr., formerly vice president, was elected vice president and general manager, and J. Marty Brill was elected vice president.

■ ■ George Moran, who was for many years with Pope & Talbot, has gone over to Moore-McCormack Lines. This was a natural move for George, in view of the fact that he covered the coffee trade and understands the business like a coffee man. Therefore when his old firm sold out the P.A.B. lines to Moore-McCormack, he trailed along.

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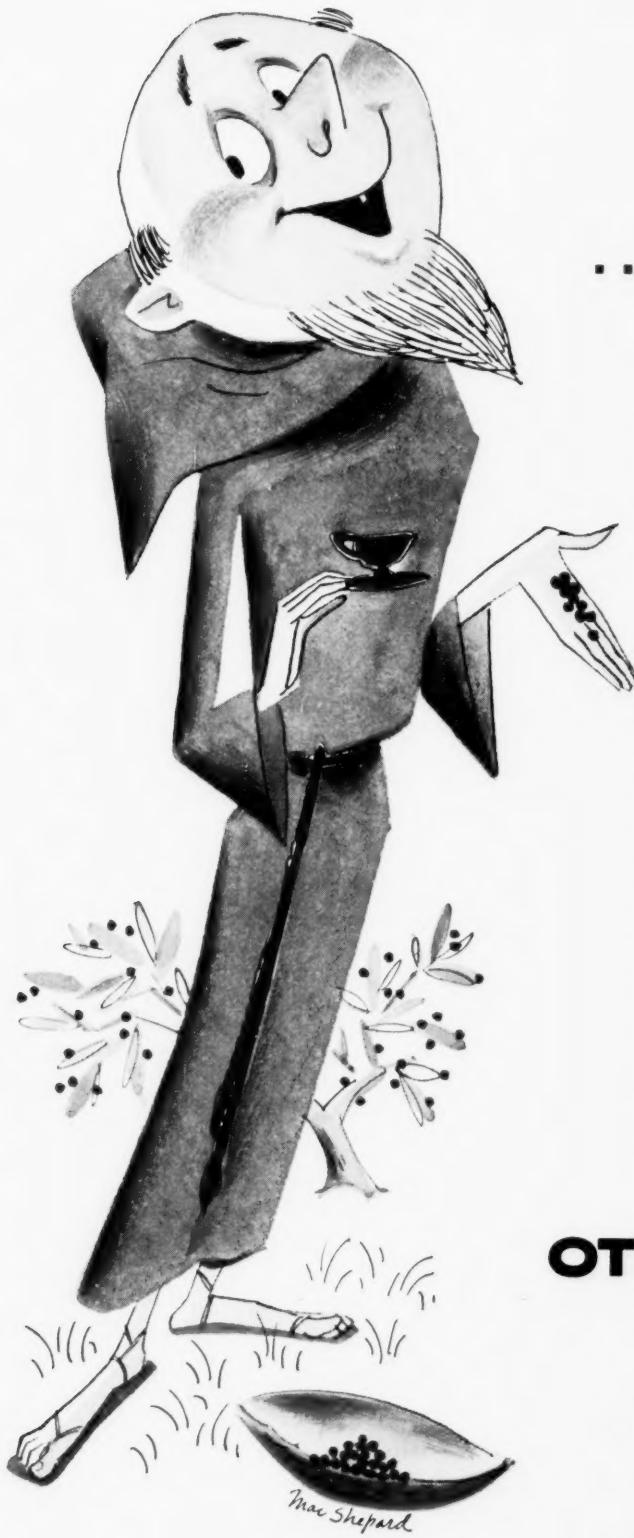
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